



## **WHITE BEACH ROUNDS OFF DUBAI WEEKENDS WITH A PARTY AT THE NEW SATURDAY 'SUNKISSED' BEACH BRUNCH**

*Dubai's most iconic beach club promises funky beats, modern Mediterranean cuisine, magnetic vibes and sizzling Saturday sunsets*

WHITE Beach is inviting the city's uncompromising soulful hedonists to unite at what's set to be, the only place to party away a Saturday in Dubai. Designed for pleasure-seekers who never want the weekend to end, WHITE Beach introduces the **Sunkissed Beach Brunch**, taking place every Saturday from 29<sup>th</sup> February 2020. The four-hour beachside party brunch begins at 1pm and will feature food and beverage stations along with a live grill and BBQ and plenty of uplifting entertainment including pool and beach access, starting from 249 AED per person.

Designed to let beach goers connect and let loose amidst tribal party vibes and sunshine, **Sunkissed Beach Brunch** will feature live DJs spinning funky tribal beats, alongside musicians, dancers and magicians. Set to become a favourite amongst Dubai's hip hedonists, guests can expect something special every week with new artists lined up every weekend.

A specially curated brunch menu means beach goers can pick two special WHITE brunch options, with dishes including waffles with chocolate, caramel and cream, or crab eggs benedict with hollandaise sauce; one WHITE appetiser featuring a tantalisingly fresh line-up of ceviches, salads and tartares; and one WHITE main per person where dishes like seabass, grilled Spanish octopus, roasted beef with truffle mash and burrata, truffle pizetta, ensuring there's something to appeal to all tastes. Each guest will also get to indulge in a WHITE dessert platter which includes white chocolate sabayon, refreshing fruit salad, and tiramisu.

**With brunch packages** starting from AED 249 for non-alcoholic packages, AED 299 for alcoholic packages for women, and AED 349 for alcoholic packages for men, this includes all-day pool and beach access as well as four -hours of drinks from the 'Sailor Jerry' Mai Tai station, a 'Smirnoff Smash' station and a gin trolley. There's also a Jose Cuervo cash bar for those in the mood for something Mexican.



A sophisticated, laidback spot, beach lovers are invited to gather their tribe and head to the most vibrant new Saturday session in town. Its serene setting with uninterrupted views of The Palm lends itself to barefoot sophistication, graceful glamour and a whole lot of good vibes.

- Date: Every Saturday from 29<sup>th</sup> February onwards
- Time: 1pm-5pm for brunch
- Beach opens from 12pm-8pm
- AED 249 p/p for non-alcoholic package
- AED 299 p/p for alcoholic package for ladies
- AED 349 p/p for alcoholic package for men
- Strictly 21+

For lounges, tables and cabana bookings, please call 055-2004321. email: [whitebeach@atlantisthepalm.com](mailto:whitebeach@atlantisthepalm.com)

\*\*\*ENDS\*\*\*

#### **MEDIA INQUIRIES**

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For further information about Atlantis please call +971 4 426 1000, or visit [atlantisthepalm.com](http://atlantisthepalm.com). Both low and high resolution colour photography of Atlantis is available at [media.atlantisthepalm.com](http://media.atlantisthepalm.com)

#### **Follow WHITE Beach on Social Media**

Instagram: @ whitebeach

#### **About Atlantis, The Palm, Dubai**

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Atlantis Aquaventure waterpark features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometre river ride with tidal waves and pools, water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests a once in a lifetime opportunity to learn more about one of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 29 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan,



Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, award-winning underwater restaurant, Ossiano, and traditional Middle Eastern favourite, Ayamna. The nightlife scene at Atlantis is lively, too, with the fun-filled Wavehouse offering something for everyone, and WHITE Beach & Restaurant the perfect place to unwind with a drink as the sun slips into the Arabian Sea.

#### **About WHITE**

WHITE has made nightlife history in Dubai as the first high-tech outdoor rooftop. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Located at Meydan Racecourse Grandstand, WHITE Dubai is the ultimate go-to party destination offering club goers a night full of energy, thumping music and an overall feel-good vibe. Since opening in 2013, WHITE Dubai has become one of the most innovative, influential and ground-breaking clubbing experiences not only in the Middle East, but also in the world.

With an international line-up, WHITE became a clubbing institution in Beirut.

In 2013, WHITE Dubai saw the light, making nightlife history as the first high-tech outdoor rooftop in the city. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Since its opening, WHITE Dubai has become one of the most innovative and influential clubbing experiences not only in the Middle East, but also in the world as its parties got exported internationally.

#### **About Addmind**

Addmind is a privately owned and run hospitality group with a growing portfolio of establishments of restaurants, bars, lounges, beach and night clubs.

Addmind was born in 2001 with the opening of its first bar in Downtown Beirut and has since grown into what it is today.

The company is still led by Tony Habre, whose determination and hands-on approach has led Addmind to its current position as a pioneer within the Middle Eastern hospitality industry, growing the ever-expanding portfolio to over 22 venues, including star brands: WHITE, IRIS & CLAP.