



**DUBAI'S LEADING BEACH CLUB WHITE WELCOMES THE RETURN OF *BURN*, THE ULTIMATE IN BEACH AND BRUNCH EXPERIENCES**

*With exceptional Mediterranean dishes, free-flowing premium beverages and live DJ's and entertainment, never has there been a better way to spend a Friday*

**DUBAI, United Arab Emirates (4<sup>th</sup> November, 2020)** – On Friday 6th November Dubai's leading beach club WHITE welcomes the return of BURN, the day to night event that offers a brunch and beach experience like no other. With options to join the brunch or kick back on the beach, live DJ's and performers will set the soundtrack for a unique party vibe with brunch packages starting from just AED 295 and beach use for AED 300 with AED 200 redeemable on food and beverage.

For those who want to start the BURN experience with a brunch, guests can take a seat in WHITE restaurant from 12pm and sip on a zesty mimosa before the fun really starts. The experience will begin with a selection of sharing starters from Chef Ibrahim's Mediterranean inspired menu including tuna tartare, smoked duck eggs benedict, burrata and truffle pizzetta and smoked salmon blinis. Brunch goes can then choose from one main including grilled octopus, roast beef, blow-torched salmon or squid ink risotto. A dessert platter with an array of mini desserts, featuring, amongst others, the much lauded funky monkey bread and WHITE bougatsa, will ensure proceedings are rounded off on a delightfully sweet note. At 4pm, BURN'goers are invited to continue the day on the sandy shores of WHITE beach, to either take a dip in the glittering infinity pool or kick back and enjoy the view.

For those who want to give the brunch a miss but still want to join the party, guests can head straight to WHITE beach to top up their tans from 10am for AED 300 with AED 200 redeemable on food & beverage. As well as all-day live DJ's BURN will transform WHITE Beach with live performers and Instagrammable rituals.



With its suave, sultry location sporting breathtaking view of Dubai's skyline WHITE Beach & Restaurant is fast becoming the city's most photographed location. Barefoot sophistication at its finest, the laidback venue is all about graceful glamour, great food and good times – topped off with different live entertainment every week. Never has there been a more enticing venue for the day to blend into night as the feel-good vibe is turned up a notch as the stars begin to light up the sky.

### **BURN Brunch at WHITE Restaurant**

- Every Friday 12pm-4pm
- Children and non-alcoholic package-AED 295 p/p
- Alcoholic package- AED 395 p/p
- Champagne Package - AED 525 p/p
- Brunch includes a selection of nine sharing starters, one main course and one dessert as well as free-flowing drinks
- All ages welcome (beach and pool use is 21+)

### **General admission to WHITE Beach**

- Every Friday from 10am
- AED 300 with AED 200 redeemable on food & beverage
- Strictly 21+

To find out more about WHITE Beach or to make reservations, log onto [www.atlantis.com/dubai/bars-and-nightlife/white-beach-club](http://www.atlantis.com/dubai/bars-and-nightlife/white-beach-club) or call +971 5 520 04321. Alternatively, check us out on social media @whitebeach.

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

### **MEDIA INQUIRIES**

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For further information about Atlantis please call +971 4 426 1000, or visit [www.atlantis.com/dubai](http://www.atlantis.com/dubai). 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

#AtlantisThePalm #AWorldAway #ServingTheExtraordinary

### **About WHITE Beach**

Located on the sandy shores of Atlantis, The Palm, WHITE Beach is Dubai's newest and most stylish beach club. A dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity infused with a dose of glamour courtesy of a glittering infinity pool, complete with floating beds and uninterrupted views of the Palm Island and city skyline. Fast becoming one of the cities' most Instagrammed locations, this is barefoot sophistication at its finest, offering graceful glamour, great food and good times – topped off with different award-winning entertainment every week. Never has there been a more enticing venue for the day to blend into the night as the feel-good vibe is turned up a notch as the stars begin to light up the sky.

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

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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 more than 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 and award-winning underwater restaurant, Ossiano. 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 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.