

NOBU HOTEL

SHOREDITCH

NOBU HOTELS IS EXCITED TO ANNOUNCE ITS FIRST EUROPEAN HOTEL, OPENING IN SPRING 2017

Located on Willow Street in the Shoreditch area of London, the hotel will feature 150 rooms, an 100 seat lobby lounge, a 212 seat Nobu restaurant with outdoor courtyard, 178 square meters of event space with daylight, wellness facilities, all with food and beverage menus developed by Chef Nobu Matsuhisa specifically and uniquely for the hotel.

Nobu Hotel Shoreditch is the luxury lifestyle destination experience defined by its iconic city setting, extraordinary guest service and the ever-present Nobu brand found in its restaurant and rooms.

EAST-MEETS-WEST-MEETS-EAST

As with all Nobu Hotels, the design throughout the hotel reflects both the vibrancy of its location and Nobu Hospitality's signature East-meets-West philosophy.

Nobu Hotel Shoreditch is set within a landmark new building in the heart of East London. The architectural design draws on the vibrant cultural and industrial context of its location. The hotel's four stories are fractured into angular concrete balconies which combined with cantilevered beams, form a seemingly frayed edge to the northern façade.

Protruding slab edges penetrate the glazing and accentuate the horizontal dynamic of the volume. The reflective façade balances privacy and exposure, and interacts with its surroundings through the interplay of reflection and light.

The design marries the raw creative energy of the area with Nobu's values of simple luxury: its façade fragments at the eastern end and descends into a welcome new pocket park, overlooked by the reworked warehouses and factories that characterise Shoreditch.

Studio Mica are the interior designers for the hotel front of house guest areas and the guest rooms, bringing their local studio's expertise in hospitality design and consultancy to the project.

The restaurant interior design has been conceived through a creative collaboration between Ben Adams Architects and Studio PCH.





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GUEST ROOMS AT NOBU HOTEL SHOREDITCH

Positioned both physically and emotionally between the energy of East London's cultural district and the economic centre of the City, our guests can find the balance they seek of a fresh and vibrant lifestyle. Here, our ability to draw our guests into a world of experiential luxury begins with rituals both seen and unseen. We use Asian-inspired and London-infused sights, sounds, scents and experiences to engage and delight our guests from their moment of arrival.

Guest rooms at Nobu Hotel Shoreditch include Deluxe, Executive & Premium. The rooms are designed as refined luxury focused on the modern demands of exclusive city travel.

EXCLUSIVE TO NOBU GUESTS

Complimentary welcome tea and tea making facilities

24 hour in-room dining menu

Private bar

24hr guest services & concierge

Housekeeping and evening turn down

55" Samsung Smart IPTV

Apple TV

Complimentary high-speed wireless internet access

Digital lock secure safe

Curated artwork unique to every room especially commissioned for the hotel

NaturaBisse bathroom amenities

Walk-in shower

Yukata lounge robe (in the Suites)

Bathrobe & slippers

Complimentary use of fitness facilities

Nobu breakfast served in the restaurant or in-room

Preferential reservations at Nobu Restaurant

SUITES AT NOBU HOTEL SHOREDITCH

The seven suites offer an extra level of refinement to Nobu Hotel Shoreditch. Each suite is unique in its space and layout. This experience is further enhanced through embracing the building's distinctive architecture and expressing its internal features. Each of the contemporary suites has its own private balcony with views overlooking the Nobu terraced garden below and views of the city skyline.

Suites at Nobu Hotel Shoreditch include Studio Suite, Geido Suite with Balcony, Enso Suite with balcony & bath tub, Miyabi Suite with balcony, bath tub & dining area, Nobu Suite with balcony, bath tub & living/dining room. In addition to the exclusive amenities that all our guests can expect, our suites include lounge and dining areas, espresso machine, Chef Nobu designed tea set, deluxe minibar and original artworks unique to each suite, commissioned for the hotel.

BOOKING ENQUIRIES

reserve-shoreditch@nobuhotels.com



NOBU RESTAURANT

The entire Nobu experience is centered around its food and culture. From dining room to in-room to meeting and conference room, we are constantly creating an appetite for culinary experiences that cannot be found anywhere else. These experiences are not only flavoured by a passion for what is on the plate, but by the desire of our guests who are looking for the extraordinary.

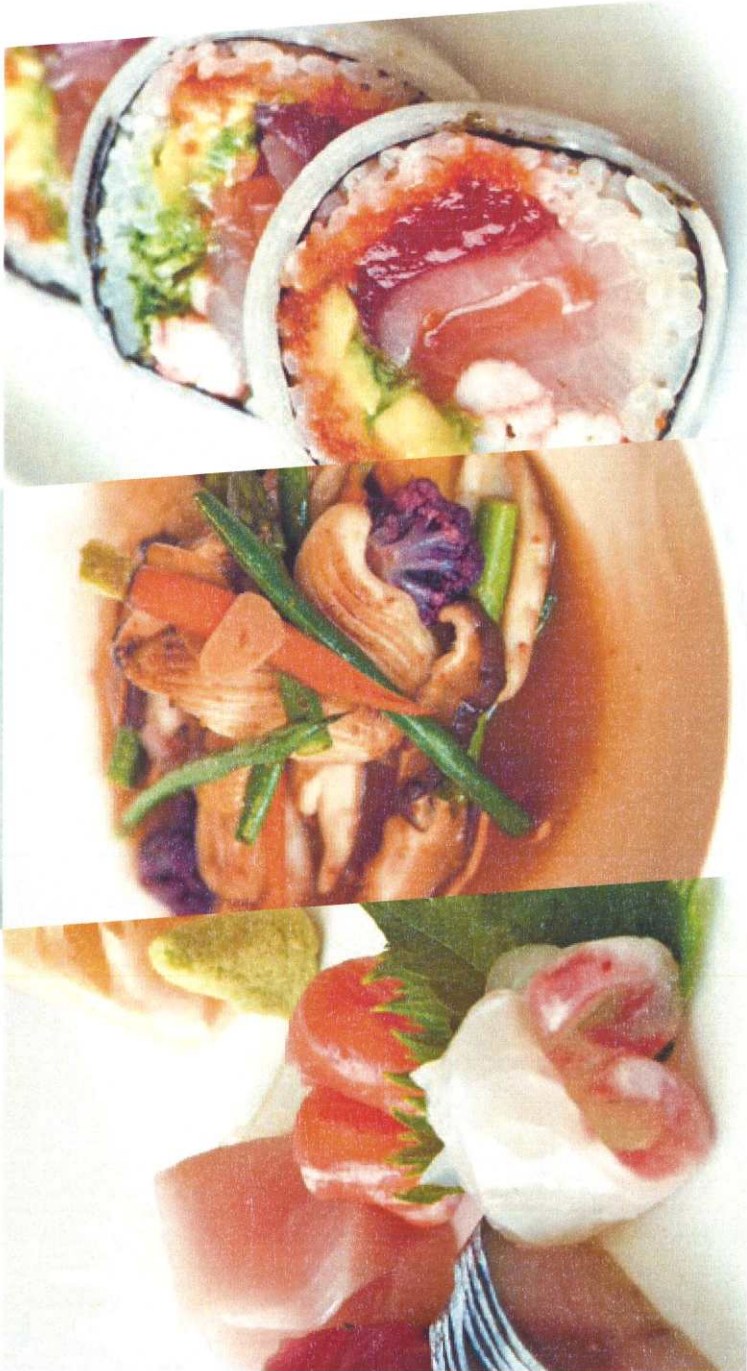
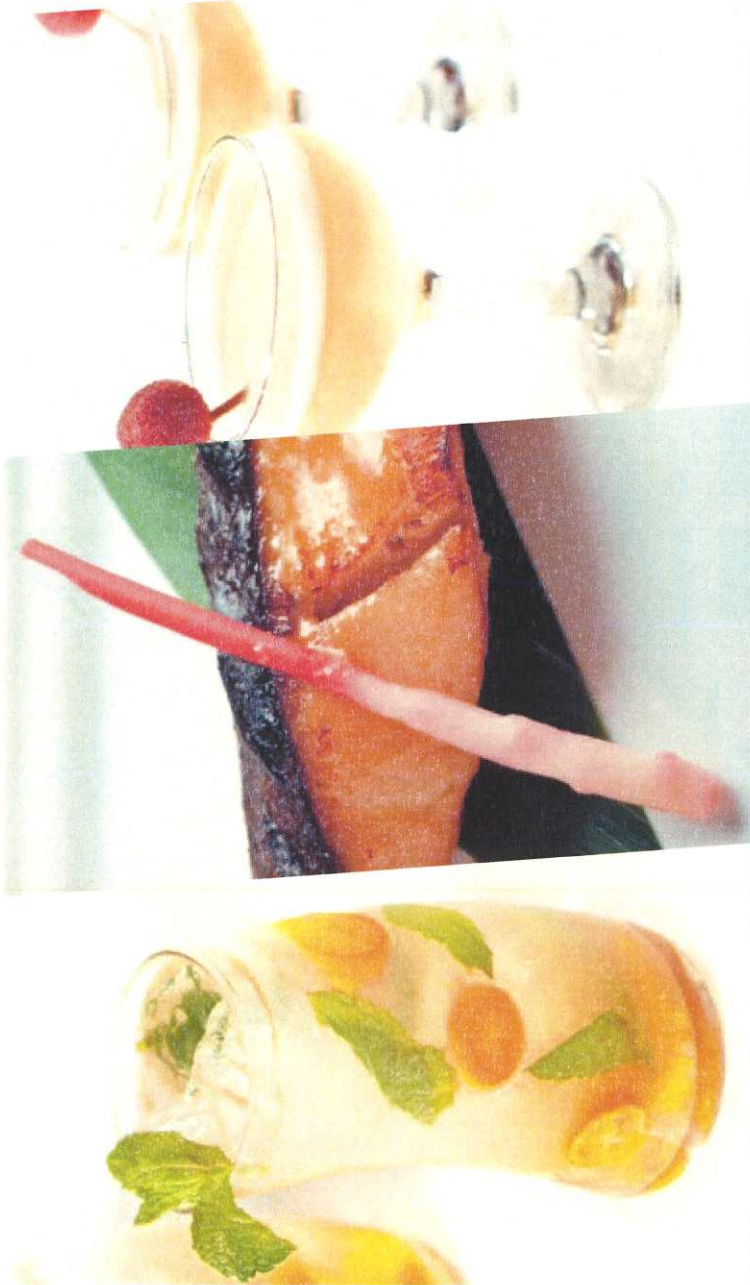
For the Nobu Hotel Shoreditch guest, they can expect Nobu's highest standards of service throughout their stay. Set within an environment inspired by the graceful style of traditional Japanese design mended with cultural modernity in this new urban setting. As part of London's cultural hub this project becomes part of a neighborhood revival.

Upon entering, you are immediately aware the heart of the restaurant lies at the bar. Alluring in grandeur and scale, the bar takes form as a unique trapezoidal shape providing cozy niches for private conversations yet remaining open to the rest of bar area. The bar is complimented by a plush lounge drawing the attention of the local businessman to the cultured traveller. Reflecting London's multifaceted culture, the bar and lounge provide an atmosphere that is luxurious yet unique and fun creating a relaxed atmosphere for people to gather and unwind with Nobu's world renowned dishes and drinks.

As a bridge between the romanticism of the past and the provocative designs of the future, the space is ideal for business dinners yet casual and enticing for today's taste makers in an atmosphere of the quality and elegance Nobu represents.

Nobu Hotel Shoreditch also features an intimate garden articulated into terraces, an oasis with natural lighting right next to the bar which will offer signature cocktails, specially selected wine and curated small plates and sliders.

The restaurant is open all day for breakfast, lunch and dinner.





NOBU FOOD KNOWLEDGE

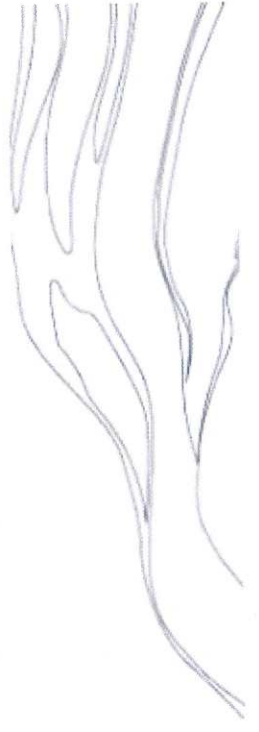
Nobu hospitality is a combination of world-class cuisine and unparalleled service. As members of the serving staff it is our responsibility to respect the creativity and *kokoro* (heart) of Chef Nobu and his culinary associates. A chef speaks through his dishes and the serving staff is the translator.

It is our job to present the dishes in an enticing, intelligent and instructive manner. The following descriptions (spiels) are designed to give you the list of ingredients in each dish and the basis for making the presentations your own. It is mandatory for your success to be aware of all ingredients, techniques and variations of each dish.

There are many members of the staff who will present dishes. Whether you are a sushi chef, bartender, cocktail waitress, food runner, busser, server, or room server, you will be presenting dishes during different circumstances to a diverse group of clientele and will be expected to modify your presentation accordingly. You may be dealing with VIP's, regular guests, celebrities, business professionals, high rollers, foodies or first time diners to name a few.

When presenting to your guests it is important to address individuals as sir or miss, or groups as ladies and gentlemen, and politely excuse or pardon yourself while placing the dish on the table. This action will gain the attention of the guest and make them aware a new course has arrived before starting the presentation. It is also important to completely place the dish on the table before beginning your presentation. Start the presentation with the name of the dish followed by the description.

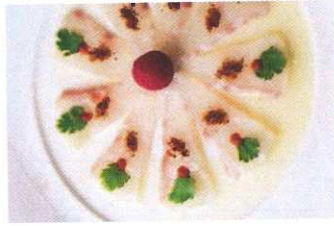
- Estimated firing times are under ideal circumstances



EXAMPLE OF NOBU SHOREDITCH MENU

Yellowtail Sashimi with Jalapeño • 2-5 Min
Yellowtail sashimi set in yuzu soy sauce with garlic puree and sliced jalapeño. Chef recommends a piece of cilantro from the center to compliment the flavor.

main ingredients: 6 pieces yellowtail, serrano peppers, garlic puree and cilantro
sauce: yuzu soy sauce
allergies: gluten / soy bean / garlic / chili pepper



Tiradito • 5-7 Min

Thinly sliced white fish set in a blend of yuzu and lemon juices. Each piece has a dot of rocoto and soy salt. Chef recommends a piece of cilantro from the center with each bite.

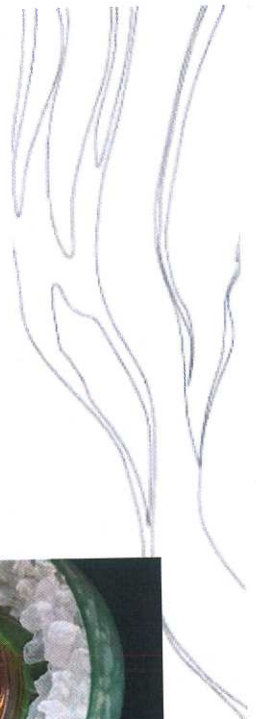
main ingredients: 9 pieces fluke, cilantro, rocoto (a peruvian red chili paste), soy salt
sauce: yuzu and lemon juice
allergies: gluten / soy bean / chili pepper

Tartar • 5-7 min

Toro finely minced with garlic and onion, set in wasabi soy sauce and accompanied by caviar and scallions. Use your demitasse spoon to get a little of each element. On the side is a momoko-chan (a Japanese baby peach) meant to refresh the palate after the course.

main ingredients: salmon, bluefin toro or yellowtail, garlic, onion, scallions, caviar and momoko-chan (Japanese baby peach)

sauce: wasabi soy sauce
allergies: gluten / soy bean / garlic / onion / fish egg



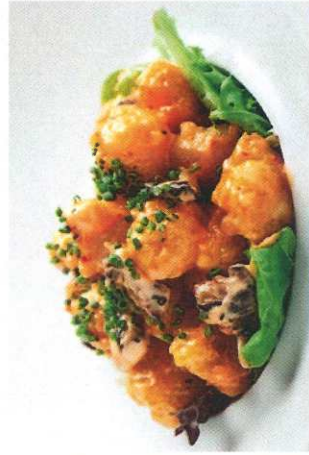
New Style Sashimi • 10-12 min

Thinly sliced sashimi set in yuzu soy sauce with garlic puree, julienne ginger, chives and sesame seeds, lightly seared with a blend of hot sesame seed and olive oils garnished with a baby heirloom tempura.

main ingredients: 9 pieces of fluke, salmon, beef or scallop & 3 pieces for oysters, garlic, julienne ginger, chives, sesame seeds and tomato tempura

sauce: yuzu soy sauce, hot olive oil and sesame seed oil

allergies: gluten / soy bean / garlic / sesame seed / shellfish (when present) / onion



Rock Shrimp Creamy Spicy • 6-9 min

Rock shrimp tempura tossed with creamy spicy sauce, sauteed shiitake mushrooms and yuzu juice. Served on a bed of field greens with yuzu dressing and garnished with chopped chives.

main ingredients: rock shrimp, shiitake mushrooms, mixed organic greens, chives

sauce: creamy spicy, yuzu juice, and yuzu dressing

allergies: gluten / soy bean / mushrooms / shellfish / egg / garlic / chili pepper / onion

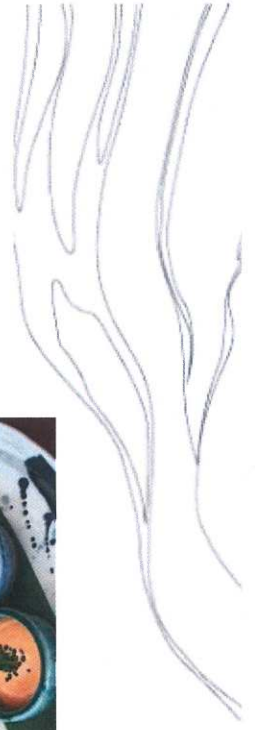
Nobu Fish And Chips • 7-10 min

Beer battered crispy white fish served with nasu chips and potato chips, jalapeños, shichimi and chef's selection of 3 sauces.

main ingredients: 4 pieces asahi draft beer battered white fish & nasu and potato chips (fries) with cilantro, jalapeño & shichimi
sauce: 3 different types of salt (chef selection) & chef selection of 3 sauces (caper aioli, creamy spicy & creamy jalapeño)

nobu fries seasoning: (salt, pepper, schichimi, cilantro, jalapeño, scallion, fresno chili & garlic)

allergies: gluten / soy bean / seafood / egg / sesame seeds / chili pepper / alcohol / garlic





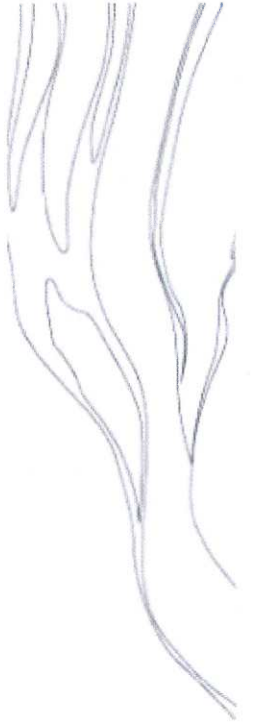
Bagel and Lox



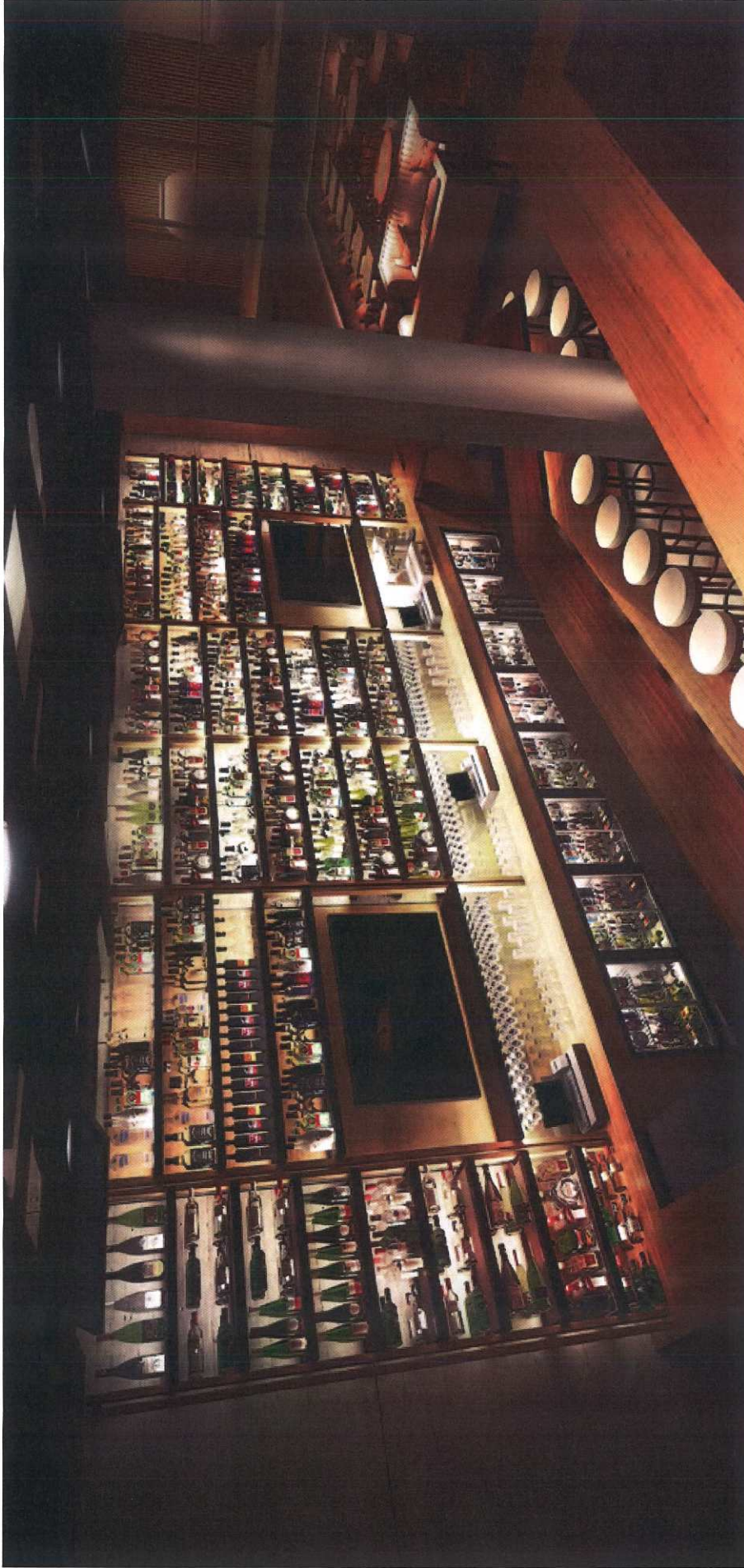
Pork Bell Tonkatsu Sandwich



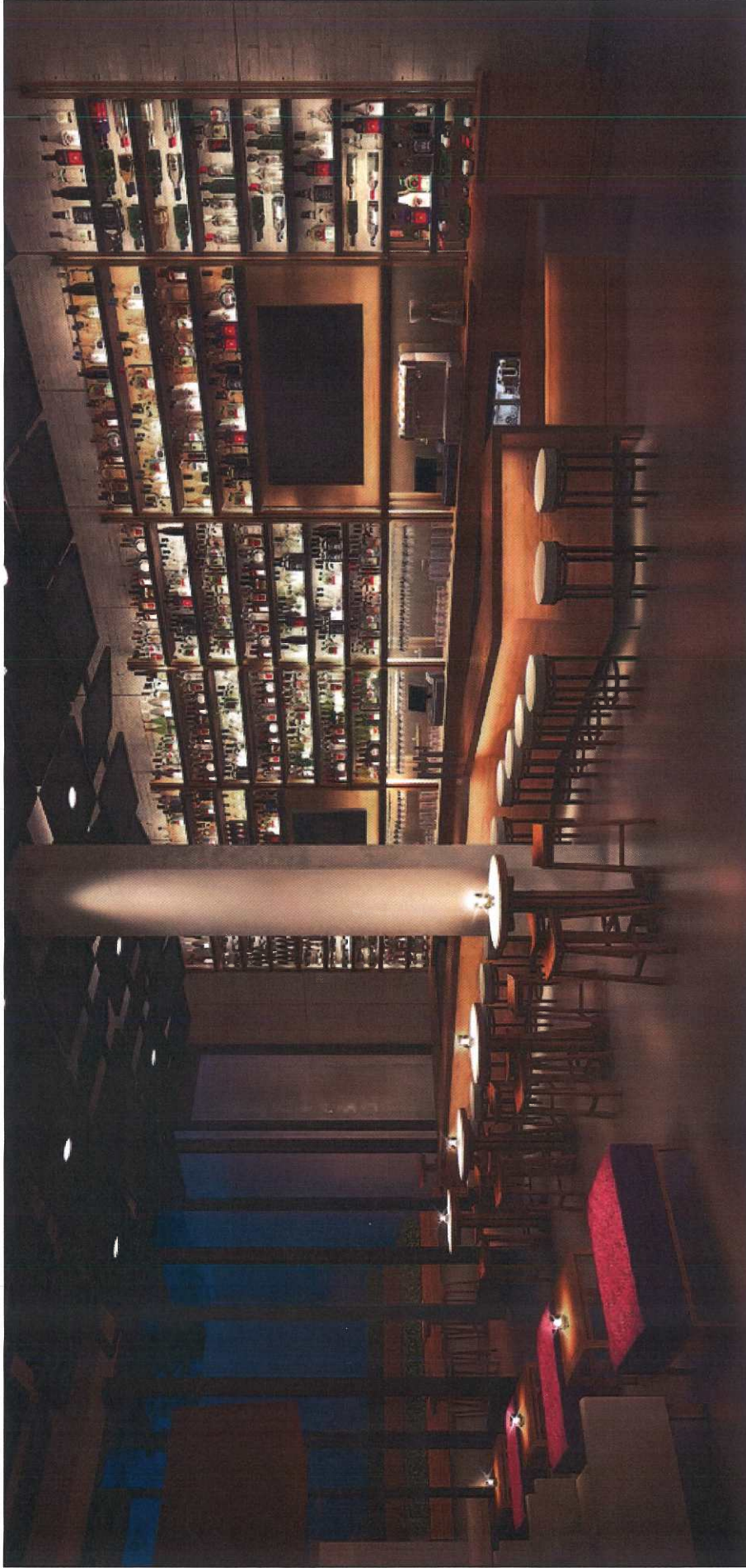
Rock Shrimp Bun







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