



The Eden Roc Miami Beach, the legendary epicenter of luxury hospitality designed by renowned Neo-Baroque architect Morris Lapidus, now has a new addition — Nobu Hotel Miami Beach, which masterfully combines Nobu's unique style of artistry and global luxury with Eden Roc Miami Beach's venerable heritage; 210 rooms in the legendary tower have been transformed into Nobu Hotel guest rooms. Long known as a center of hospitality, the Eden Roc Miami Beach will enter a new era with the opening of Nobu Hotel Miami Beach; incorporating elements of Omotenashi, the Japanese art of hospitality, the latest iteration of the property will encompass the glamour of the past, present and future in Miami Beach. Renowned architect David Rockwell has artfully reimagined the flagship property, weaving the aesthetics of the landmark Lapidus property with Nobu's signature style.

Designed by trailblazing architect Morris Lapidus, Eden Roc Miami Beach has been revered as a timeless oceanfront treasure since its opening in 1956. The hotel earned its reputation as "the Grande Dame of Miami Beach" during its heyday in the '50s and '60s, welcoming luminaries such as Elizabeth Taylor, Humphrey Bogart, Lauren Bacall, Frank Sinatra, Katherine Hepburn and Ernest Hemingway. The opening of Nobu Hotel Miami Beach heralds a new era for the property, reviving its legendary glamour and providing the ultimate in style and entertainment.

# Nobu jazzes up the Eden Roc Miami Beach

*Neo-Baroque architecture, the Japanese art of hospitality and culinary offerings ranging from farm-to-fork to Nobu's glamorous offerings make this hotel a must-stop on the discerning traveller's must-see list*

## FOOD & BEVERAGE

### MALIBU FARM

The acclaimed California restaurant is also part of the property. Swedish-born chef and owner Helene Henderson started Malibu Farm on just two acres of her Point Dume backyard in 2008, offering cooking classes and farm dinners out of her home. As a locally-owned small business, the food is prepared with simplistic ingredients, carefully curated to produce a delicious dish without using hidden preservatives. In 2013, Henderson moved operations from her home over to a restaurant located at the end of Malibu Pier. Highly anticipated menu items include a grass-fed beef burger and vegan chopped salad for lunch, and for breakfast — the quinoa oatmeal with coconut milk or the fried egg sandwich.





### NOBU MIAMI EDEN ROC

This is the Miami outpost of Chef Nobu Matsuhisa's Japanese cuisine empire. Chef Matsuhisa draws upon his classical training at sushi bars in Tokyo and his life abroad in Peru, Argentina, and around the world to create a whole new trend in Japanese cuisine, bringing a burst of excitement to the already famed scene of Miami Beach. Nobu adds a new level of class and sophistication to the iconic hotel, with signature dishes such as Yellowtail with Jalapeño and Black Cod Miso served to throngs of fans, proving that in the end, it is all about the food. The restaurant has begun serving breakfast — the only Nobu to do so — offering Chef Nobu's take on classic American dining with his signature Japanese touches, with dishes like Breakfast Toban-Yaki with an onset egg, sautéed onion, 14-hour pork belly, tomato confit and Japanese korobuta sausage as well as Nobu's Green Tea Waffles with crispy panko chicken, pecan miso butter and tosazu maple.

The redesigned Iconic Lobby Bar and Lounge also opened last month, serving select Nobu menu items paired with carefully curated cocktails. The space is designed using lush natural materials fused with contemporary style in a modern setting with inspiration drawn from both Japan and also the spectacular beach location. The art of fusion is a core thread of the Nobu brand and one that is used throughout the project, adding layers of Nobu's lively, fun and luxurious aesthetic while paying homage to Eden Roc's classic heritage.

### HOSPITALITY

Nobu's elite selection of global luxury hospitality, coupled with Eden Roc Resort's oceanfront location and dynamic convergence of modern and classic architecture and design, culminate in an unparalleled collaboration. Following a multi-million dollar renovation, Nobu Hotel at Eden Roc Resort Miami Beach will have the world's largest restaurant and bar, to date. Chef Nobu Matsuhisa, Academy award-winner Robert DeNiro and Hollywood producer Meir Teper are the masterminds behind the project. The property has 350

guest rooms; a signature Nobu Restaurant and Bar; a freshly enhanced and energized lobby bar; new banqueting and catering menus; unique in-room dining offerings; 22,000 square feet of spa and fitness facilities; over 70,000 square feet of re-energized and stylish meeting and event space; and four luxurious pools. Property guests will enjoy a VIP entrance to the Nobu Hotel Pool and Lounge with oceanfront views. The property represents the same key principles as Nobu restaurants — a perfect balance of luxury, fun, craft and theater.

