

SUSHISAMBA®

SUSHISAMBA BRINGS ITS UNIQUE BLEND OF JAPANESE, BRAZILIAN & PERUVIAN CUISINE TO THE BURGEONING AMSTERDAM MARKET

The SUSHISAMBA 'Experience' is coming to the Canals of Amsterdam

AMSTERDAM & LONDON, 12 April 2017 - Orange Brands Management today announced that **SUSHISAMBA**, the group's globally recognised restaurant brand, will open in Amsterdam this summer in a joint venture with Amsterdam-based hospitality operator and developer The Yip Group. The new location will join existing **SUSHISAMBA** locales in London, New York, Las Vegas and Miami.

Since its New York debut in 1999, **SUSHISAMBA** has been known for its unique blend of Japanese, Brazilian and Peruvian culture and cuisine as well as its passion for music, art and design. The Amsterdam location takes these brand attributes forward on all fronts.

*"The energy and vibrancy of Amsterdam and its international appeal make it a natural fit for **SUSHISAMBA** as we continue to expand our brand," Shimon Bokovza, managing partner and CEO of Orange Brands Management. "We look forward to working with our partners at The Yip Group who know the city inside and out as we unveil our beautiful oasis on the canal this summer."*

The Cuisine:

Under the direction of Executive Chef **Cláudio Cardoso**, **SUSHISAMBA**'s menu showcases an inventive culmination of three cuisines that capture the culinary prowess that has made the brand a global success. Guests will be treated to signature dishes including **Crispy Yellowtail Taquitos** with avocado and roasted corn miso, **Churrasco Rio Grande** of ribeye, chorizo and aged picanha and the **Moqueca Mista**, the fresh Brazilian seafood stew accented with coconut and lime. Raw dish highlights include the **Kanpachi Tiradito** with yuzu, sea salt, black truffle oil and **Tuna Seviche** with pomegranate leche de tigre, maiz morado, wasabi peas and basil.

The restaurant features a theatre-style open kitchen with a fiery robata grill set to deliver carefully roasted and flavoured meats, vegetables and fish. And at the culinary heart of every **SUSHISAMBA**, skilled Sushi Chefs take centre stage as they craft a colourful array of innovative Samba Rolls and plate the freshest sashimi and seviche.

The Location:

SUSHISAMBA's Amsterdam location sits on the waterfront of the stunning 17th-century, UNESCO World Heritage site, the Singelgracht Canal, which is adjacent to the famed Holland Casino Amsterdam in Leidse Square; an area comprised of a vibrant mix of culinary, art and cultural attractions.

The Design:

The Japanese inspired exterior was designed by world renowned Dutch architect H.J.M. (Hans) Ruijssenaars who drew inspiration from the Fushimi Inari Shrine in southern Kyoto. The interior was conceived by acclaimed Dutch design house, Woodfever, who vibrantly bring Japan, Brazil and Peru—**SUSHISAMBA's** three cultural muses—to life for guests. The location is open in every sense of the word, from its exposed kitchen to the restaurant's floor-to-ceiling windows, inviting an open air dining experience during warmer months. Stylistic iconography from modern Brazilian architecture is mixed with Japanese inspired color and calligraphy, while **SUSHISAMBA's** passion for contemporary graffiti art will also be on display. The black and white serpentine style flooring nods to the Copacabana Beach pavements in Rio de Janeiro, leading to an outdoor terrace featuring stunning views. And at the centre of the sushi bar, the iconic, highly instagrammed **SUSHISAMBA** orange tree—a sculptural marvel—aptly represents the location's joie de vivre.

The Beverage:

SUSHISAMBA offers one of the largest premium sake selections in the world and a robust Japanese Whiskey collection, both of which continue to earn accolades from both critics and guests alike. A dynamic bar area showcases **SUSHISAMBA's** expansive list of signature cocktails created by Head of Spirit and Cocktail Development **Rich Woods**, including the **Kaifirinha**, a creative take on Brazilian classic; **Tom Yam**, a culinary fresh and fiery cocktail creation that's a cooling combination of coriander, ginger, lime leaf and chili spiked with vodka and served with an accompanying nigiri; **Nina Fresa®**, a **SUSHISAMBA** classic with vodka, strawberry, grapefruit and guava shaken with rhubarb bitters and lime; the refreshing **Lychee Cooler**, an adaptation of the Piña Colada combining lychee juice, coconut milk, vanilla syrup and elderflower with premium vodka and citrus; and a brand staple, the iconic **Sambatini®** taps the season's freshest ingredients and inspirations with a monthly-changing recipe. The beverage menu also includes cultural spirits such as shochu, pisco and cachaça.

Of this exciting new **SUSHISAMBA** location, The Yip Group CEO Won Yip and partner Arnaud Eweg say: *"We've enjoyed a great rapport with Orange Brands Management for years, and have long wanted to bring **SUSHISAMBA** to Amsterdam. We would like to thank the Holland Casino, the City*

Council of Amsterdam, our architect Hans Ruijssenaars, our designers at Woodfever and the team at Orange Brands Management for making it possible.”

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Enquiries

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About SUSHISAMBA:

SUSHISAMBA delivers a unique blend of Japanese, Brazilian and Peruvian cuisine, culture, music and striking design. The menus are a thrilling mix of new and signature dishes with an emphasis on piquant flavors, the finest ingredients and artful presentations. Complementing the cuisine, the location offers specialty cocktails, cultural spirits such as shochu, pisco and sake and a large selection of wine and Champagne. The restaurant is operated by Orange Brands Management, which also oversees **SUSHISAMBA** locations in New York, Las Vegas and Miami as well as Duck & Waffle in London.

For more information visit www.sushisamba.com. Social: [@SUSHISAMBA](https://www.instagram.com/SUSHISAMBA)

About The Yip Group:

The Yip Group operates hospitality destinations in Amsterdam as well as investments in a variety of restaurant brands globally. Based in Amsterdam, the company is most recognised for its establishments located in the Metropolitan Dam Square in addition to Players in Leidseplein welcoming over one million customers per year. The Yip Group was conceived over 25 years ago, and today employs over 200 staff members across its multiple ventures.