



Press Release

Chef Wolfgang Puck marks Middle East debut at The Address Downtown Dubai with opening of CUT in May 2014

Dubai, UAE; April 21, 2014: The world's most sought-after steak restaurant will make its Middle East debut in Dubai this May.

CUT, the award-winning, modern American steak restaurant by legendary chef and restaurateur Wolfgang Puck, will open at The Address Downtown Dubai, the flagship property of The Address Hotels + Resorts.

Featuring some of the most enticing culinary destinations in the city, The Address Downtown Dubai is further defining its distinctive edge as the must-visit dine-in venue with the addition of CUT.

"Dubai, an international city, brings together leisure and business travellers to one dynamic destination," said Wolfgang Puck. "The Address Downtown Dubai is a phenomenal venue with unparalleled views and is the perfect fit for our goal to establish CUT as the best steak restaurant in the city, and the UAE."

Mirroring the hugely popular and widely known CUT restaurants in Beverly Hills, Las Vegas, Singapore, and London, CUT will deliver innovation at every level through its unique cuisine, beverage, service, and design combination. Internationally renowned hospitality designer Tony Chi will create the Dubai branch of CUT, and will craft an innovative, elegant, and refined interior.

Philippe Zuber, Chief Operating Officer, Emaar Hospitality Group, said: "We are proud that The Address Downtown Dubai will welcome the world's foremost celebrity chef to Dubai. With CUT, we are creating another new lifestyle destination in our hotel – a perfect fit to our focus on providing our guests unmatched culinary experiences."

CUT will feature Wolfgang's signature contemporary interpretation on the traditional American steak restaurant. From prime dry- and wet-aged beef, including selections from the United States and Australia to true 100 per cent Japanese Wagyu Beef, CUT will cater to the palette of true meat connoisseurs. The menu will appeal to a broad audience through an additional array of seafood and shellfish entrees. The cuisine will be paired extensively through a carefully crafted list of distinct international vintages.

With 23 fine dining restaurants around the globe, Wolfgang brings a culinary flair like no other. His award-winning restaurants and distinct concepts are distinguished by exceptional food, genuine hospitality, and phenomenal design aesthetics.



The Address Downtown Dubai, one of the city's premium hotels, sets new trends in luxury hospitality, and is located in Downtown Dubai, described as 'The Centre of Now,' one of the most visited lifestyle destinations in the world. The 63-storey hotel offers 196 spacious and contemporary rooms, including 25 suites and 626 serviced residences with spectacular views of Burj Khalifa, the world's tallest building, and The Old Town.

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Note to Editors

About Emaar Hospitality Group LLC:

Emaar Hospitality Group LLC, the wholly owned subsidiary of Dubai-based global property developer Emaar Properties PJSC, manages the company's growing roster of hospitality and leisure projects. Emaar Hospitality owns and manages a diversified portfolio of hospitality assets such as hotels, serviced residences, golf resorts, Dubai Polo & Equestrian Club, recreation clubs, the Dubai Marina and associated yacht club. Emaar Hospitality Group's vision is to be recognised as the premier global provider of personal, innovative and memorable lifestyle experiences. www.emaar.com

About The Address Hotels + Resorts:

The Address Hotels + Resorts, a five star premium hotel brand, sets an all-new definition for global standards in luxury hospitality. Creating a distinct positioning with the brand philosophy of 'Where Life Happens,' The Address properties are situated in the most vibrant locations and target corporate, leisure and group travellers – particularly the international jetsetters and global high achievers who value personalised luxury. This modern brand focuses on a 'one size fits one' strategy where benefits to guests and service excellence are a priority. The expansion of The Address Hotels + Resorts includes key destinations in the Middle East, North Africa, Indian Subcontinent, South Asia and Europe. www.theaddress.com

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Wolfgang Puck Fine Dining Group:

The award-winning restaurants include Spago (Beverly Hills, Las Vegas, Maui and Beaver Creek); CUT (Beverly Hills, Las Vegas, Marina Bay Sands Singapore, 45 Park Lane London); Wolfgang Puck at Hotel Bel-Air (Los Angeles); Chinois (Santa Monica); Postrio Bar & Grill (Las Vegas); Trattoria del Lupo (Las Vegas); Wolfgang Puck Bar & Grill (Las Vegas and Los Angeles); Wolfgang Puck Pizzeria & Cucina (Las Vegas and Detroit); Wolfgang Puck American Grille at Borgata Hotel Casino & Spa in Atlantic City; The Source by Wolfgang Puck at the Newseum in Washington, DC; Five Sixty atop Reunion Tower in Dallas, TX; WP24 at The Ritz-Carlton, Los Angeles; and Wolfgang Puck Steak (Detroit).
www.wolfgangpuck.com

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