

# Presentation to the City of Hallandale



by

**azumi**





# Azumi Ltd Company Background

## THE FOUNDERS

Azumi Ltd is an award winning global restaurant business with proven brands offering a combination of sophisticated dining in key cosmopolitan locations. Zuma and ROKA provide a sophisticated twist on the traditional Japanese style of informal eating. Oblix is a destination bar and kitchen offering a refined urban experience and stunning cuisine.

Co-founders Arjun Waney and Rainer Becker began Azumi's journey with the opening of Zuma London in 2002. This was quickly followed by ROKA London in 2004. There are now 11 Zuma's and 4 ROKA's across the globe (with further locations in the pipeline). In addition to the Zuma and ROKA Japanese concepts, Oblix was opened in the Shard, the tallest building in the UK, in 2013.

ROKA

**zuma**

oblīx

# Zuma

## A STEP AWAY FROM THE TRADITIONAL

The concept of Zuma was born as a result of one chef's obsessive passion with Japanese cuisine and his conviction that London was the place to develop his take on traditional Japanese food. A fortuitous meeting between Rainer Becker and Arjun Waney not only resulted in the realization of a vision, with Zuma restaurant opening in Knightsbridge in 2002, but was also the beginning of a partnership that successfully expanded the concept worldwide.

Greatly influenced by his time in Japan, Chef Rainer Becker has introduced a modern, elegant and sophisticated cuisine philosophy, which has been inspired by the more informal Japanese dining style - Izakaya. The menu is authentic but not traditional. Essentially it is made up of three different components: the main kitchen - offering a selection of contemporary dishes, the sushi bar - with dedicated sushi chefs, and the robata grill - a concept which originates from the cooking style of northern Japanese fishermen.

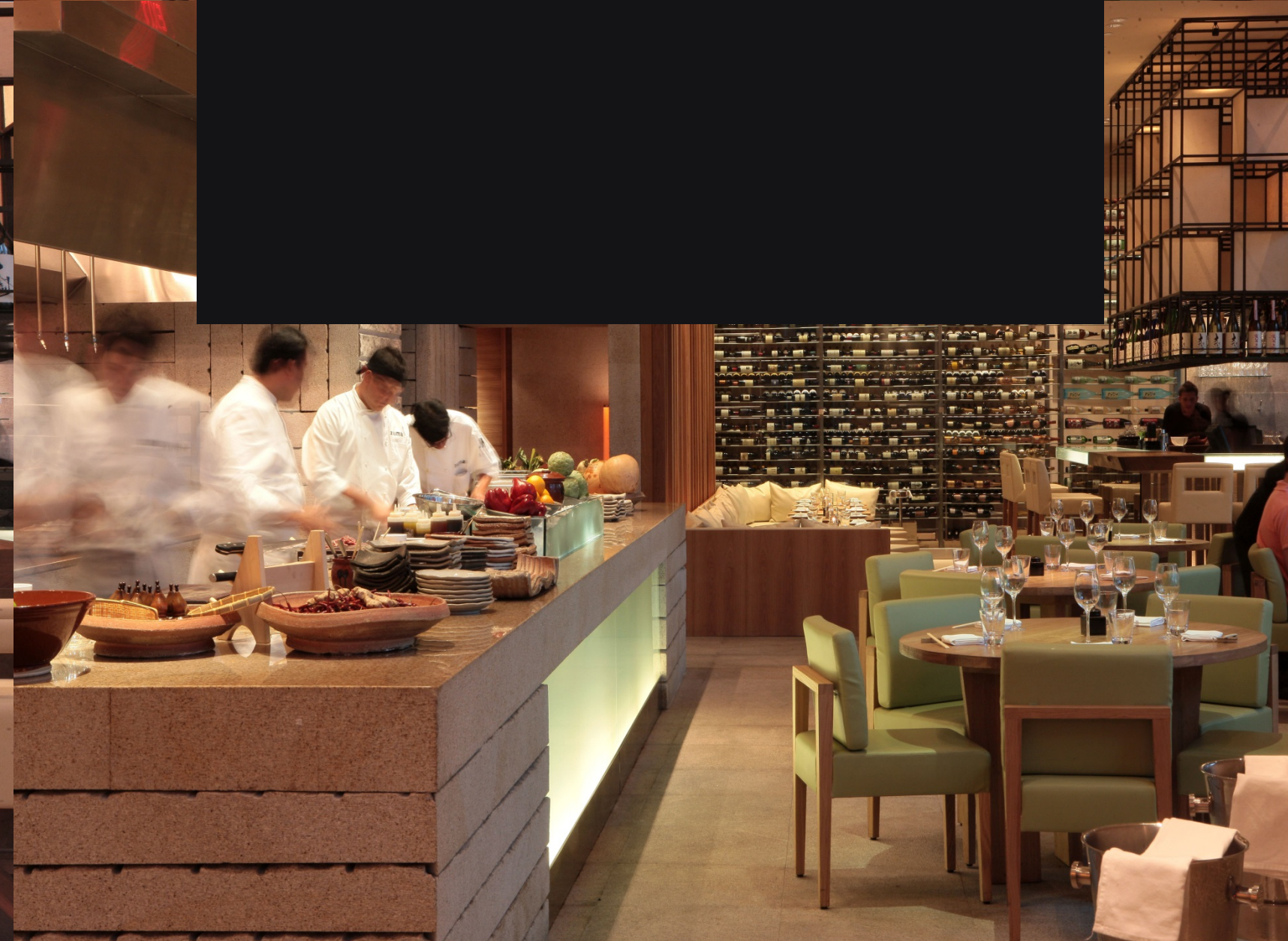
An essential component of Zuma, is in its surroundings that are inspired by the 4 elements of earth, fire, water and air. The esteemed Japanese design company "super potato" were commissioned to materialize the vision. Their designer, Noriyoshi Muramatsu, quickly developed an emotional attachment to the project and used his expertise, both spiritually and aesthetically.

For Chef Rainer Becker, Zuma is about a complete dining experience. An experience where each element is of equal importance. Yet each element serves the same purpose - to complement the taste and flavor of the food.

# zuma

L O N D O N  
H O N G   K O N G  
I S T A N B U L  
D U B A I  
M I A M I  
B A N G K O K  
A B U   D H A B I  
D A T C A  
P E N I N S U L A  
N E W   Y O R K  
R O M E  
L A S   V E G A S





ZUMA  
MIAMI



# Zuma Miami

## ELEGANT CONTEMPORARY JAPANESE RESTAURANT OVERLOOKING THE MIAMI RIVER

Zuma, located in the heart of downtown Miami, opened its doors in 2010 to critical acclaim. Zuma Miami marked the fifth international location in the restaurants global collection and the first outpost in the USA.

Founder and Chef Rainer Becker's internationally celebrated style of modern Japanese cuisine, already renowned and established in London, Hong Kong, Istanbul, Dubai and Bangkok, Zuma Miami offered a sophisticated cuisine philosophy of bold, modern Japanese dishes in an energetic and vibrant environment inspired by the informal Japanese dining style izakaya.

Zuma Miami features a variety of seating options complement the main dining area. Keeping consistent with Zuma's signature theme of natural earth tones, the floor and walls of the main dining area are made up of earth-tone granite, with Japanese rice paper panels extending from the ceiling. Furniture includes locally sourced wood dining tables. In addition to an exciting and innovative cocktail selection, Zuma Miami features 365 wine selections and offers one of the best sake lists in Florida, with over 80 premium varieties of sake including biwa no choju which is brewed exclusively for Zuma from the waters of lake Biwa in the Shiga prefecture.

The outdoor terrace at Zuma offers guests the opportunity to dine at the water's edge, overlooking the Miami river. Perfect for small gatherings, or receptions of up to 60 guests, Zuma is one of the only restaurants in the downtown Miami/Biscayne area with boat accessibility and bay side entrance.

The Zuma logo is displayed in a bold, dark blue, sans-serif typeface. The letters are thick and closely spaced, with a modern, slightly geometric feel. The 'Z' and 'U' are particularly prominent due to their size and weight.



# Zuma Miami Awards & Press Placements

☐ **TimeOut Miami:** Zuma Miami takes the number one spot as one of Miami’s Best Restaurants.

☐ **Architectural Digest** (UVM: 1,389,084): Zuma Miami leads this story with the top photo and opening text as one of Miami’s Best Restaurants with a view.

☐ **Departures** (UVM: 359,645): Zuma Miami was included among great company here in this luxury lifestyle and travel outlet’s Miami City Guide.

☐ **The Culture Trip** (UVM: 905,197): This internationally read outlet touted Zuma as one of Miami’s best brunches.

☐ **Haute Living:** Online placement of the event featuring Black River Caviar paired with Champagne Taittinger and Zuma’s famous sushi selections.

☐ **Miami New Times:** Online placement with Zuma placing top 10 of Miami’s best sushi restaurants.

☐ **The Culture Trip** (UVM: 905,197): The international story highlights Miami’s best waterfront dining experiences downtown with Zuma topping the lists.

☐ **The Culture Trip** (UVM: 905,197): The international story highlights Miami’s best waterfront dining experiences downtown with Zuma topping the lists.

☐ **Robb Report** (UVM: 398,510): National media placement that highlights the Rare Privilege cocktail in a trend story focused on beverages that incorporate smoke as an ingredient/element.

☐ **Modern Luxury** (UVM: 39,411): Online coverage on the Zuma Zacapa Live Solera event from Miami Magazine.

☐ **Instyle.com** (UVM: 2,685,943): The restaurant was featured here among great company in a story focused on hotspots that you can visit in real life where popular TV series are filmed. Zuma made the cut after pitching the Kardashians recent visit.

☐ **Billboard online** (UVM: 24,257,829) and print (Circ: 20,000): Zuma was included in a style feature on Prince Royce (renowned Bachata artist) that outlined his favorite places in Miami. The shout out included two photos with the text that he “can’t get enough of the Japanese fusion served at Zuma.”

☐ **Eater Miami** (UVM: 68,170): Zuma was listed on Eater Miami’s “38” – a seasonal round-up of the city’s best restaurants.

☐ **Gayot: Awards** given to Zuma Miami for 2016:

2016 Best Miami/South Florida Brunch Restaurants

2016 Best Miami/South Florida Heart-Healthy Restaurants

2016 Best Miami/South Florida New Year’s Eve Restaurants

2016 Best Miami/South Florida Romantic Restaurants

☐ **Florida Trend:** 2016 Golden Spoon Award

☐ **TripAdvisor:** Certificate of Excellence and 2016 Traveler’s Choice Restaurant Award



# Oblix

DESTINATION BAR & KITCHEN OFFERING A REFINED URBAN  
EXPERIENCE AND STUNNING CUISINE

Oblix was inspired by the view of London's unique skyline. The location on the 32nd floor of the shard, reminded Rainer of his time at the Park Hyatt in Tokyo where he was Executive Chef in the nineties. He opened the restaurant on their 52nd floor. It was always close to his heart and it proved to be a huge success. The combination of a spectacular view, great food and service was one he longed to recreate. He founded a new restaurant, Oblix, where the menu comprises of dishes delivered in his signature style of upscale, sophisticated, urban dining. His dedication to quality, precision and consistency are attributes seen across all of Rainer's establishments. Collaborations from British Fashion House Ted Baker and architect Claudio Silvestrin, altogether, created a sleek dining style and low- key sophistication in this exciting new iconic building in London.

The restaurant seats 135 guests and the lounge can accommodate 126.

The logo for Oblix, featuring the word 'obl' in a lowercase, rounded sans-serif font, followed by a tall, thin vertical bar, and then 'lix' in a lowercase, rounded sans-serif font.



# Roka

## JAPANESE RESTAURANT & SHOCHU LOUNGE

Following the enormous success of Zuma London, Rainer Becker quickly recognized the huge popularity of robatayaki cuisine and opened ROKA Charlotte Street and Shochu Lounge in 2004. ROKA Canary Wharf followed shortly after in 2009; ROKA Mayfair and ROKA Aldwych both opened their doors in 2014 to celebrate ROKA's 10 year anniversary.

The name ROKA carries great meaning - ROKA is a meeting place where food and drinks are shared with friends (Ro); and heat, warmth and an all-embracing energy surround (Ka). The principle cuisine is from the Robata grill, which originates from the fishermen of the Northern coastal waters off Japan, who would cook the fish on the boats with different charcoals and share the bounty with one another using their oars.

The Robata Grill itself is located amid the diners and forms an integral design element of the room. Not just a feature, the Robata is more the beating heart of ROKA, the area from which all energy flows. An energy that offers warmth and enjoyment while guests admire the respect given to the food as each dish is prepared.

ROKA



# Company History

## ZUMA - ROKA - OBLIX



### Zuma

London 2002  
Hong Kong 2007  
Dubai 2008  
Istanbul 2008  
Miami 2010  
Bangkok 2011  
Datca Peninsula 2013  
Abu Dhabi 2013  
New York 2015  
Rome 2016  
Las Vegas (Q1 2017)  
Monaco (Q1 2018)



### ROKA

London Charlotte Street 2004  
London Canary Wharf 2009  
London Mayfair 2014  
London Aldwych 2014  
Dubai (Q1 2018)



### Oblix

London 2013



**zuma**

ROKA

oblix



## Team Member

### ARJUN WANAY THE FOUNDER

Born in Karachi, India (now Pakistan) in 1940, Arjun Waney moved to the US and attended the University of California, Berkeley in 1957. He began importing Indian goods into the US to support his education. In 1965, he borrowed \$80,000 and founded Import Cargo Inc, a speciality retail concept, in New York. He sold two stores to Pier 1 imports for \$300,000 in 1968 and moved to San Diego, where he opened the Cost Less Imports chain of specialty import stores. It expanded to 17 stores in the US. In 1970, he sold the business again to Pier 1 imports, then the largest import retailer in the US. Following the sale of Cost Less Imports, he decided to take his specialty retail concept to Europe and opened a multi-store operation, which grew to eleven stores, in England and on the continent.



**zuma**

ROKA

oblix



## Team Member

### RAINER BECKER THE FOUNDER

Growing up in Germany, young chef Rainer Becker's uncompromising attention to detail and unstoppable enthusiasm were quickly to become the driving force of his career.

This disciplined and committed young chef built the skill foundations of his craft in some of Germany's most prestigious kitchens, including Goethehaus in Bensberg, Koenigshop in Munich and culminating as chef de cuisine in the Hyatt Regency Hotel in Cologne, where he remained for three years.

His true vocation however was yet to be recognized and his love for Japanese food and culture was shortly to change the direction of his career for good.

In 1992, his destiny took a dramatic change as he was promoted to Executive Chef of the Park Hyatt Sydney where he spent 2 hugely successful years. His work was recognized and applauded by both the media and within the industry that awarded him Executive Caterer of the year. In 1994, Rainer Becker took a position as Executive Chef in the Park Hyatt Tokyo, where he launched all five restaurants and remained for six years.

Japan fascinated Becker and he quickly immersed himself in its culture, exploring the skill, history and traditions of Japanese culinary art, from its origin, to its present style. He identified with the demand for excellence and respectful discipline that defines Japanese cuisine, from street food through to Kaiseki. Throughout these six years, the formations of an idea that would become his global vision were formed.

Rainer Becker's cuisine has gathered great respect and recognition throughout the world, yet his energy and imagination are relentless. In addition to his successful destination restaurants located in London, both Zuma and Roka continue to grow with openings from South East Asia to the USA.



**zuma**  
ROKA  
oblix



## Team Member

### FERIT F. SAHENK CHAIRMAN OF DOGUS GROUP

Ferit F. Sahenk is the Chairman of Doğuş Group and also the Chairman of Garanti Bank. Formerly, he served as the Founder and Vice President of Garanti Securities, CEO of Doğuş Holding and Chairman of Doğuş Otomotiv.

Mr. Sahenk is a board member of the Foreign Economic Relations Board (DEIK) of Turkey. Previously, he served as the chairman of the Turkish-German business council; the Chairman of the Turkish-American business council; Vice Chairman of Turkish-United Arab Emirates Business Council and Executive Board Member of Turkish-Greek Business Council of DEIK.

He is also an active member of the World Economic Forum and the Alliance of Civilizations Initiative. He serves on the Regional Executive Board of Massachusetts Institute of Technology (MIT), Sloan School of Management for Europe, Middle East, South Asia and Africa and advisory board of the Middle East Centre of London School of Economics. Mr. Sahenk holds a Bachelor's Degree in Marketing and Human Resources from Boston College. In 2012, Azumi Group and Dogus Holding subsidiary company, D.ream, entered into a partnership agreement to expand the Azumi Ltd brands internationally.



# Key People

**zuma**  
ROKA  
oblix



SVEN KOCH  
AZUMI CHIEF EXECUTIVE  
OFFICER



ROBERT MACDONALD  
ROKA GLOBAL  
MANAGING DIRECTOR



HAMISH BROWN  
ROKA GROUP EXECUTIVE  
CHEF



GARRETT RONAN  
VP OF DEVELOPMENT &  
OPERATIONS USA



# The Future – Bi-chu Beach

J A P A N E S E   R E S T A U R A N T ,   B A R   &   B E A C H - C L U B

ROKA, the London based contemporary Japanese robatayaki restaurant from creator and co-founder Rainer Becker, will be launching its first international outpost. The principle cuisine is from the robata grill, the source of the energy that flows throughout and the heart of the interior space.

ROKA

Bi-chu is inspired by the ROKA concept and brings a similar restaurant dining style and vitality to the beachside setting of Hallandale. Bi-chu is a collection of spaces; restaurant, bar and beach-club, with convivial areas created for guests to eat, drink, meet and relax from morning to night. An informal yet sophisticated environment with exceptional food, service and music.

**b i c h u**



# Floors – Bi-chu Beach

## JAPANESE RESTAURANT, BAR & BEACH-CLUB

Restaurant name: the operator is proposing to name the space bi-chu. bi-chu is a neighbourhood restaurant, aimed at residents and locals, inspired by the ROKA concept and brings a similar restaurant dining style and vitality to the beachside setting of hallandale. Bi-chu is a collection of approachable spaces; restaurant, bar and beach-club, with convivial areas created for guests to eat, drink, meet and relax from morning to night. An informal yet sophisticated environment with exceptional food, service and music.

Dining options: the first floor – community space and beach club. A casual setting where local guests can relax and unwind with a fresh and healthy japanese inspired menu, cleansing juices and expert cocktails. Recline on the beachfront beds and enjoy a full waiter service.

The second floor – contemporary japanese robatayaki restaurant and terrace. Showcasing the true essence of bi-chu, fire & energy, the second floor is the heart of the location. From the restaurant & terrace, guests will enjoy an energy that offers warmth and enjoyment. The principle cuisine is from the robata grill, which originates from the fishermen of the northern coastal waters off japan, who would cook the fish on the boats with different charcoals and share the bounty with one another using their oars. Dishes will start from \$8 - \$10

Third floor – rooftop lounge. The spot where guests relax and unwind throughout the evening. The unique lounge location will serve a selection of dishes from the second floor menu in addition to premium cocktails; the seductive ambience is further added to by the rooftop view.

ROKA

bi chu



# Operation- Bi-chu Beach

J A P A N E S E   R E S T A U R A N T ,   B A R   &   B E A C H - C L U B

Operations: the space will be overseen by robert macdonald, roka global managing director and hamish brown, roka group executive chef. Both mr macdonald and mr brown will be employing a team to oversee the day to day operations.

Resident discount: section 8 of the agreement provides for the operator to offer a discount to city residents on any such charges imposed by operator. Operator has agreed to provide a 20% discount for hallandale beach residents on all services at the facility with the exception of food and beverage. All hallandale city residents will receive a 10% discount on food and beverage items.

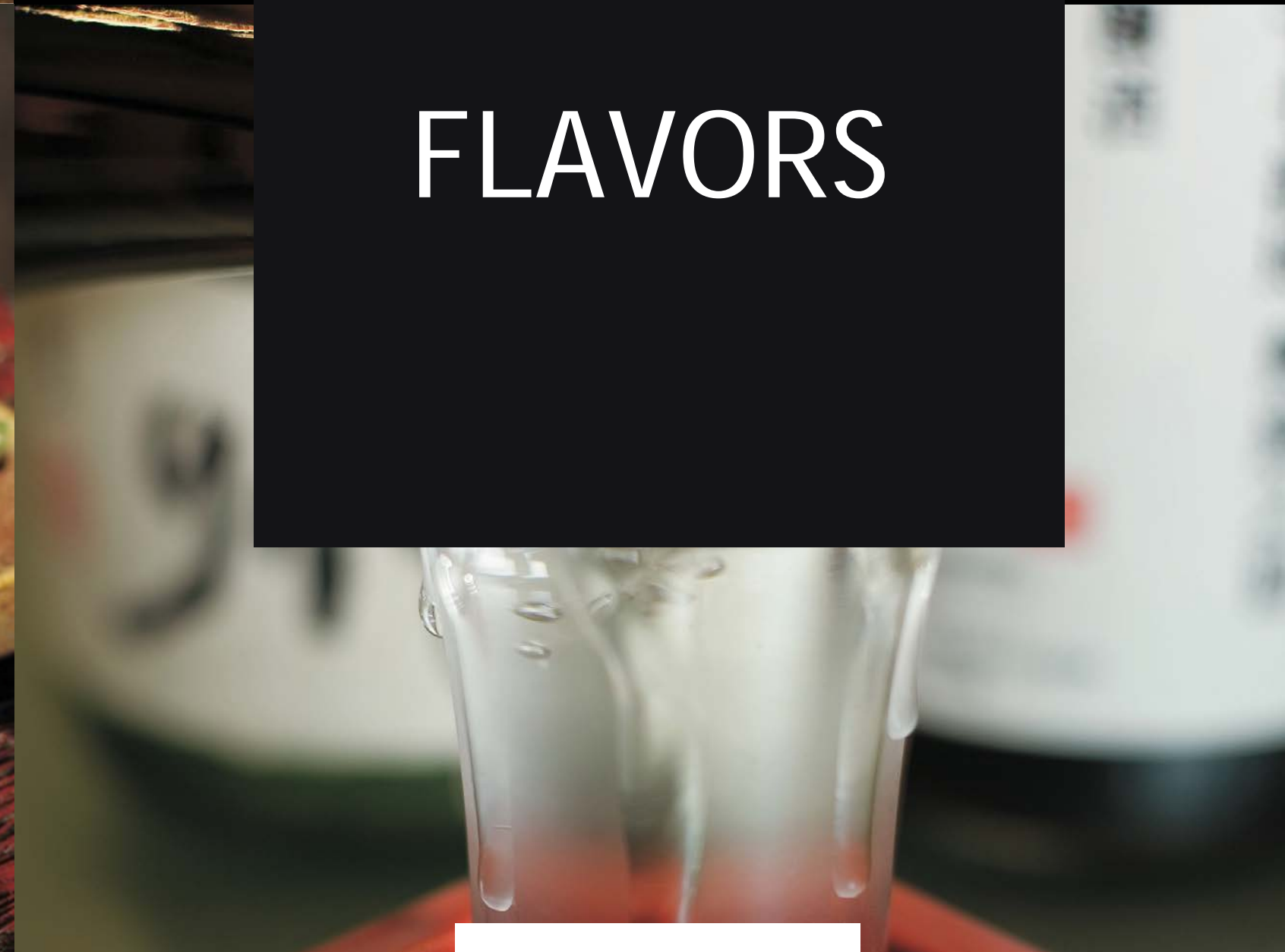
Operating Hours:

Beach bar 10:00am - 6:00pm, Dining area Lunch 12:00pm - 2:30pm, Dining area Dinner 5:30pm - 11:00pm

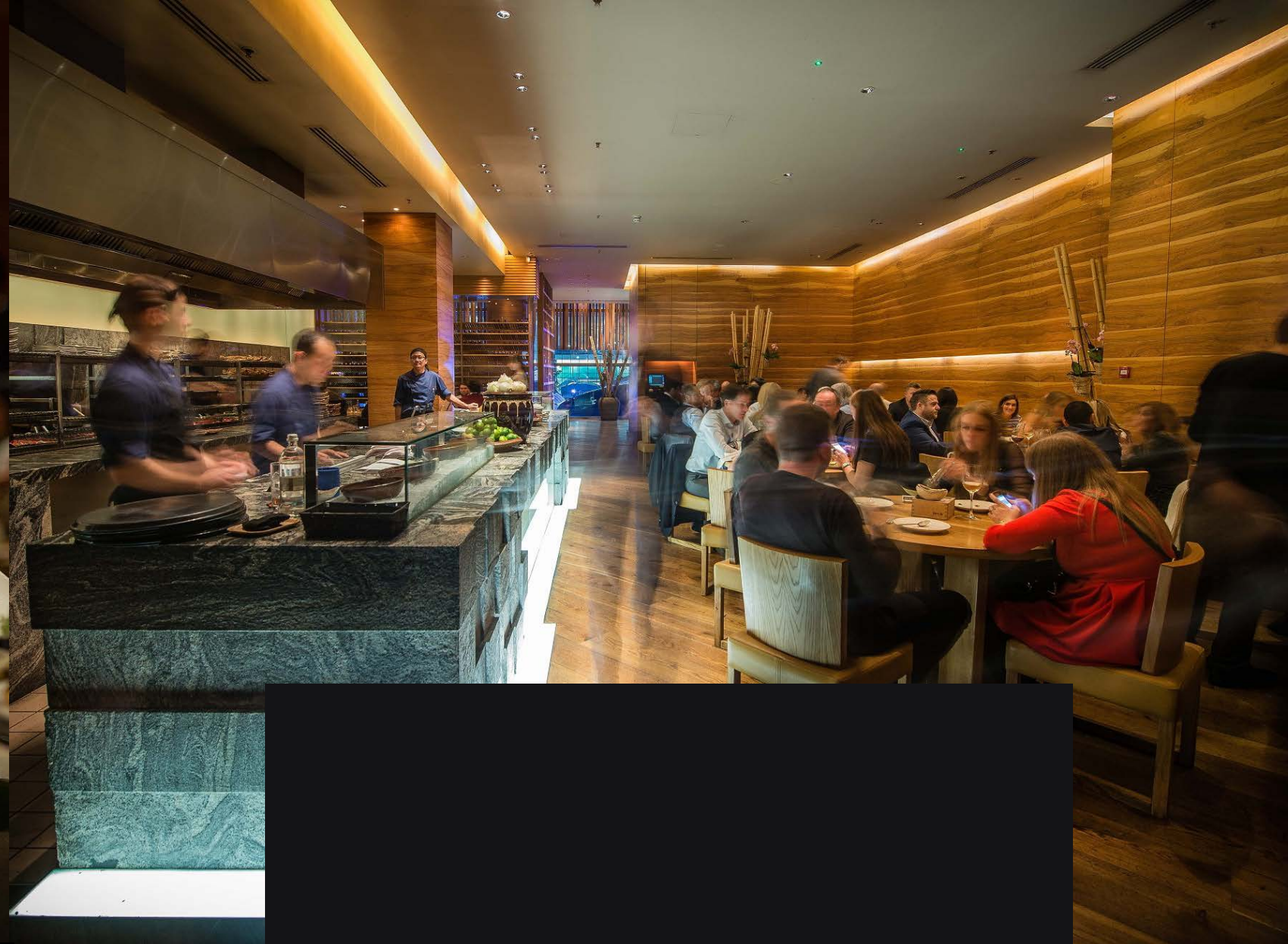
ROKA

**b i c h u**

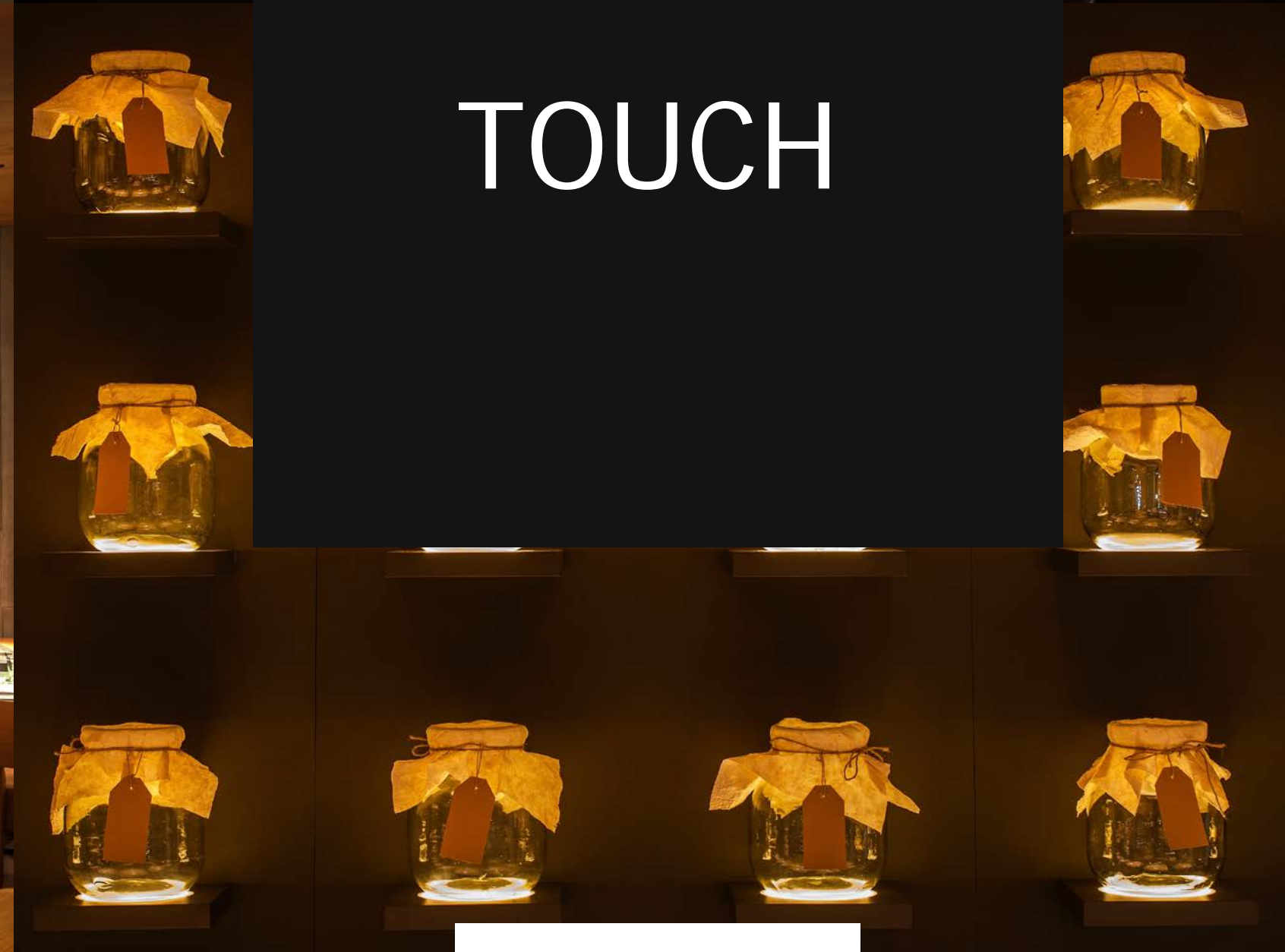
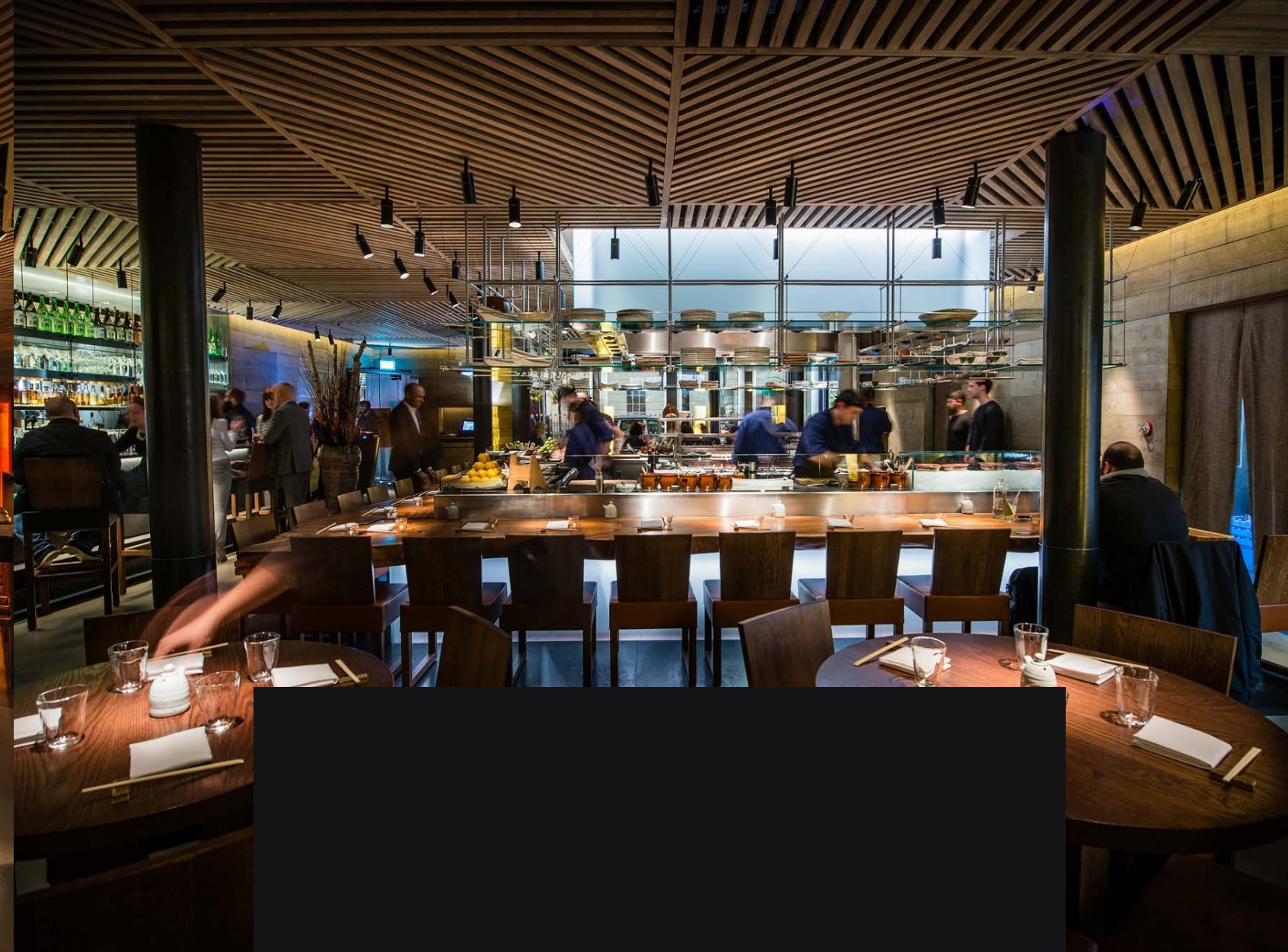




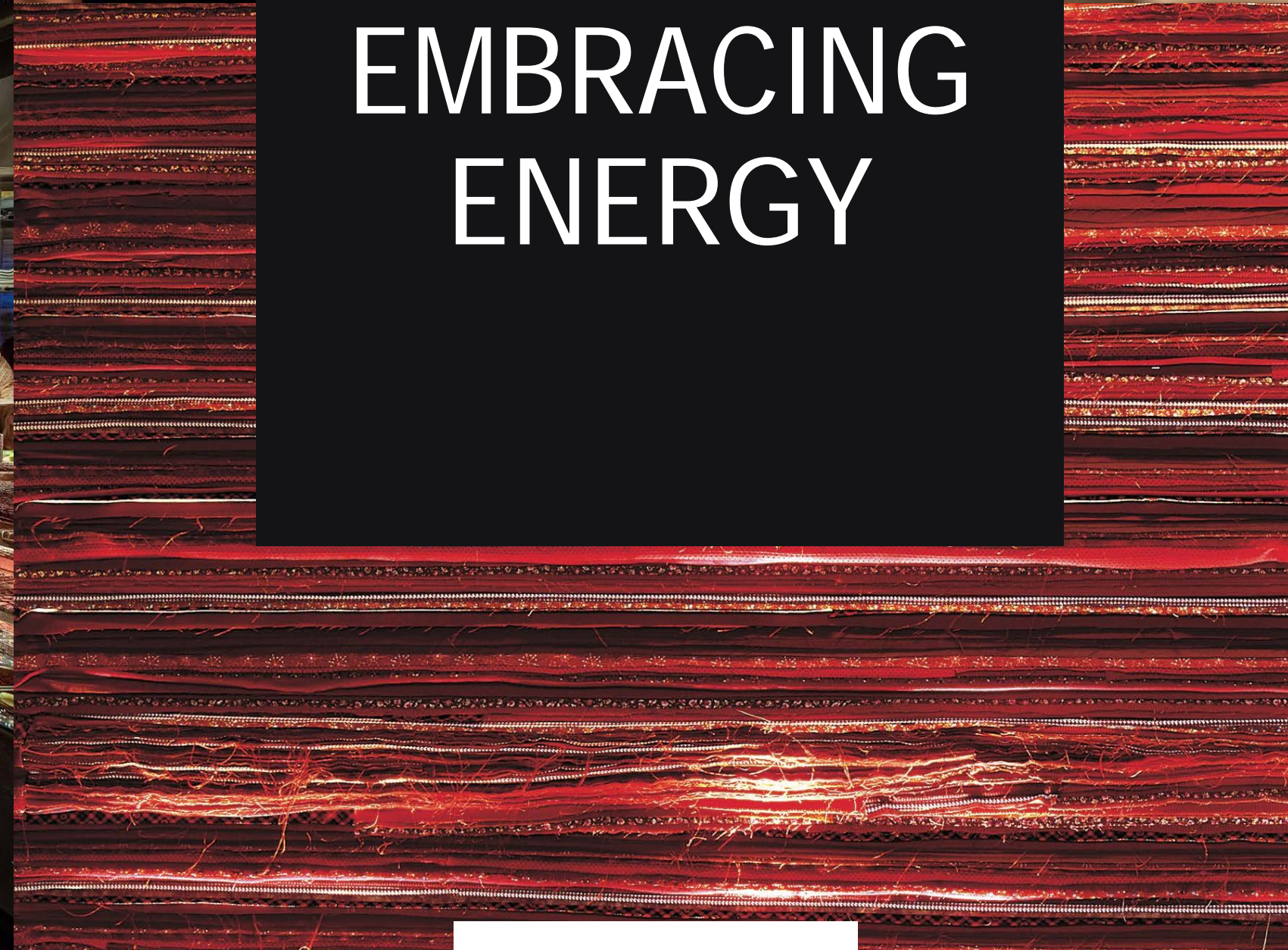
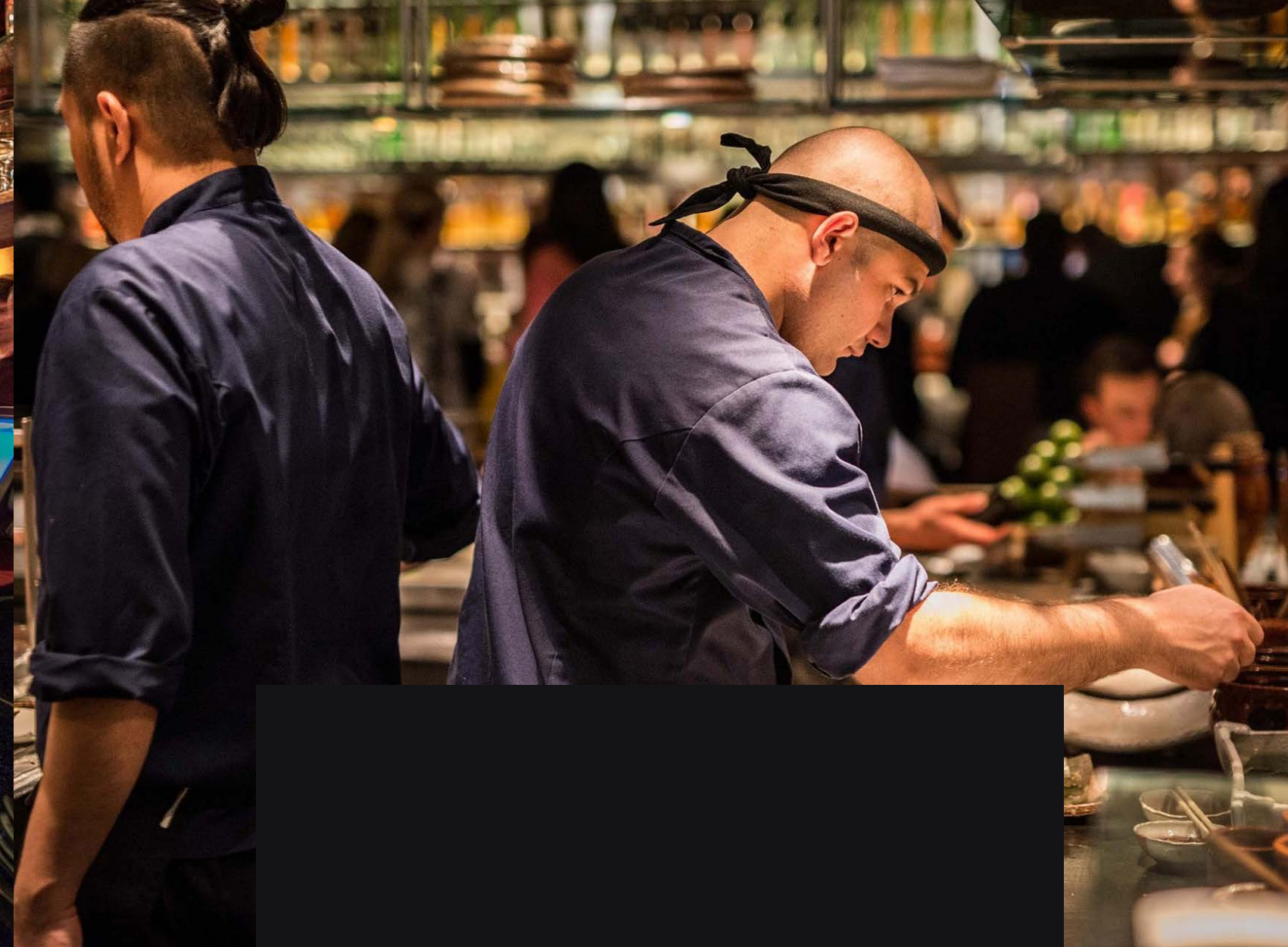












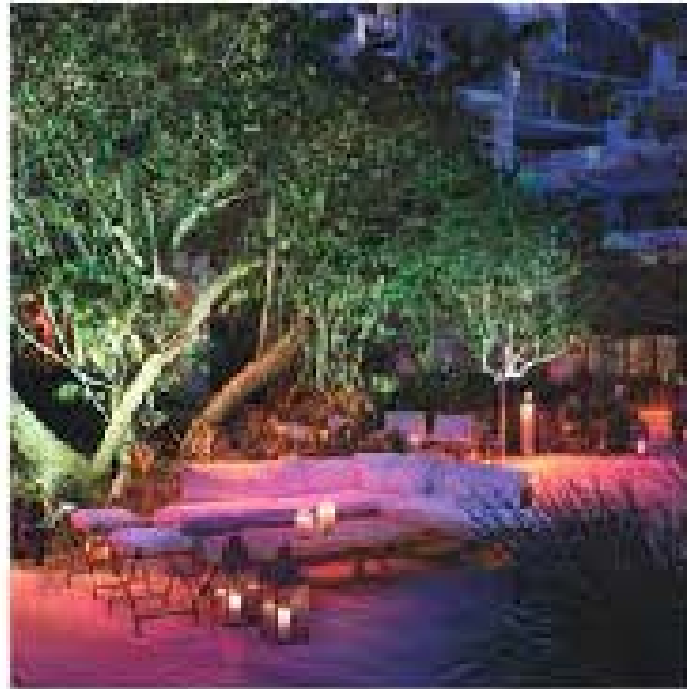




OUTDOOR



# bi chu



Mood Board





## First Floor

### COMMUNITY SPACE AND BEACH CLUB

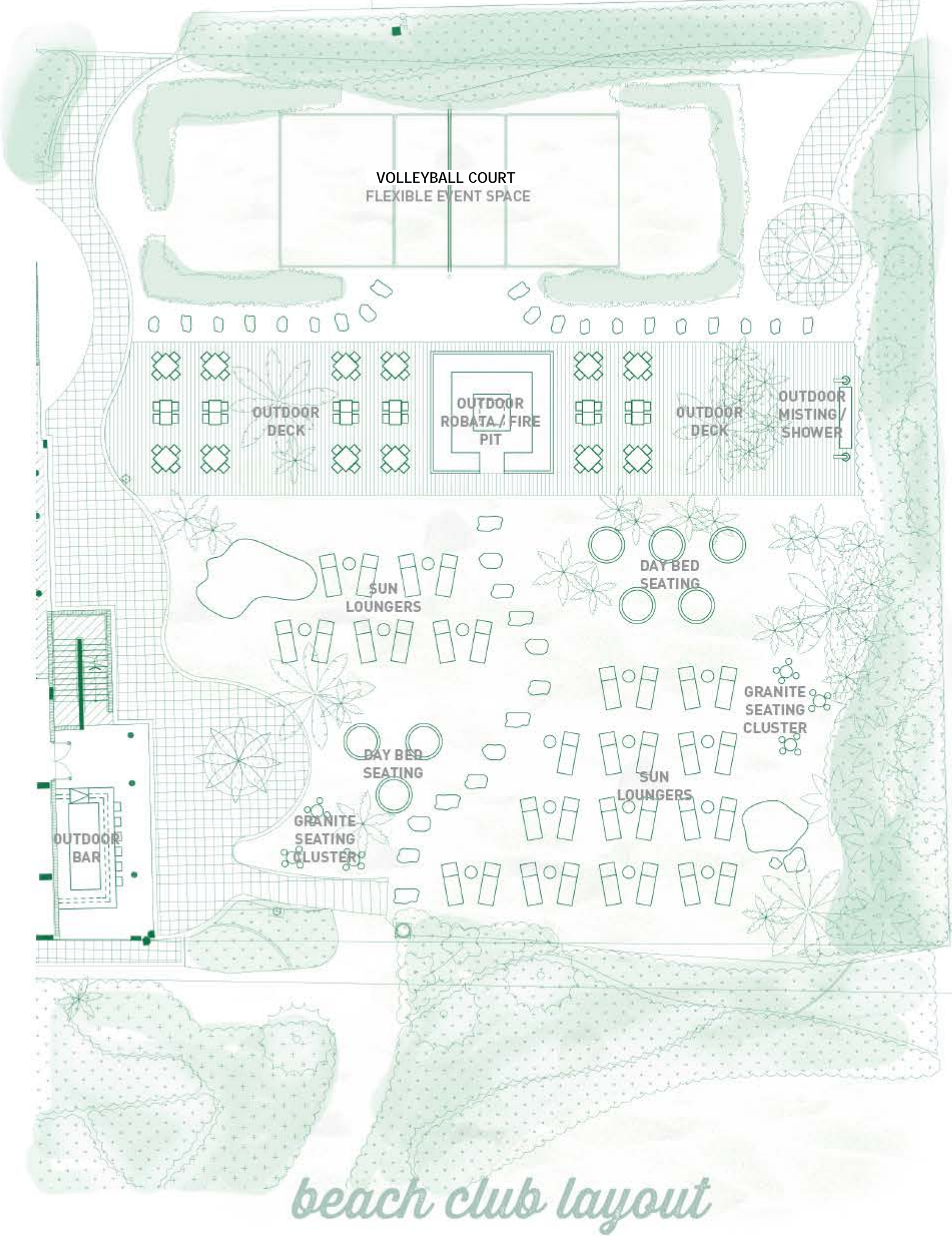
A casual setting where guests can relax and unwind with a fresh and healthy Japanese inspired menu, cleansing juices and expert cocktails.

Recline on the beachfront beds and enjoy a full waiter service.

**b i c h u**



First Floor  
COMMUNITY SPACE AND BEACH CLUB



BAR SEATING:	008 SEATS
SUN LOUNGER SEATING:	033 SEATS
DAY BED SEATING:	008 SEATS
GRANITE SEATING:	024 SEATS
DECK SEATING:	072 SEATS
ROBATA/FIRE PIT SEATING:	022 SEATS
<b>TOTAL SEATING:</b>	<b>167 SEATS</b>



## Entry Area Concept



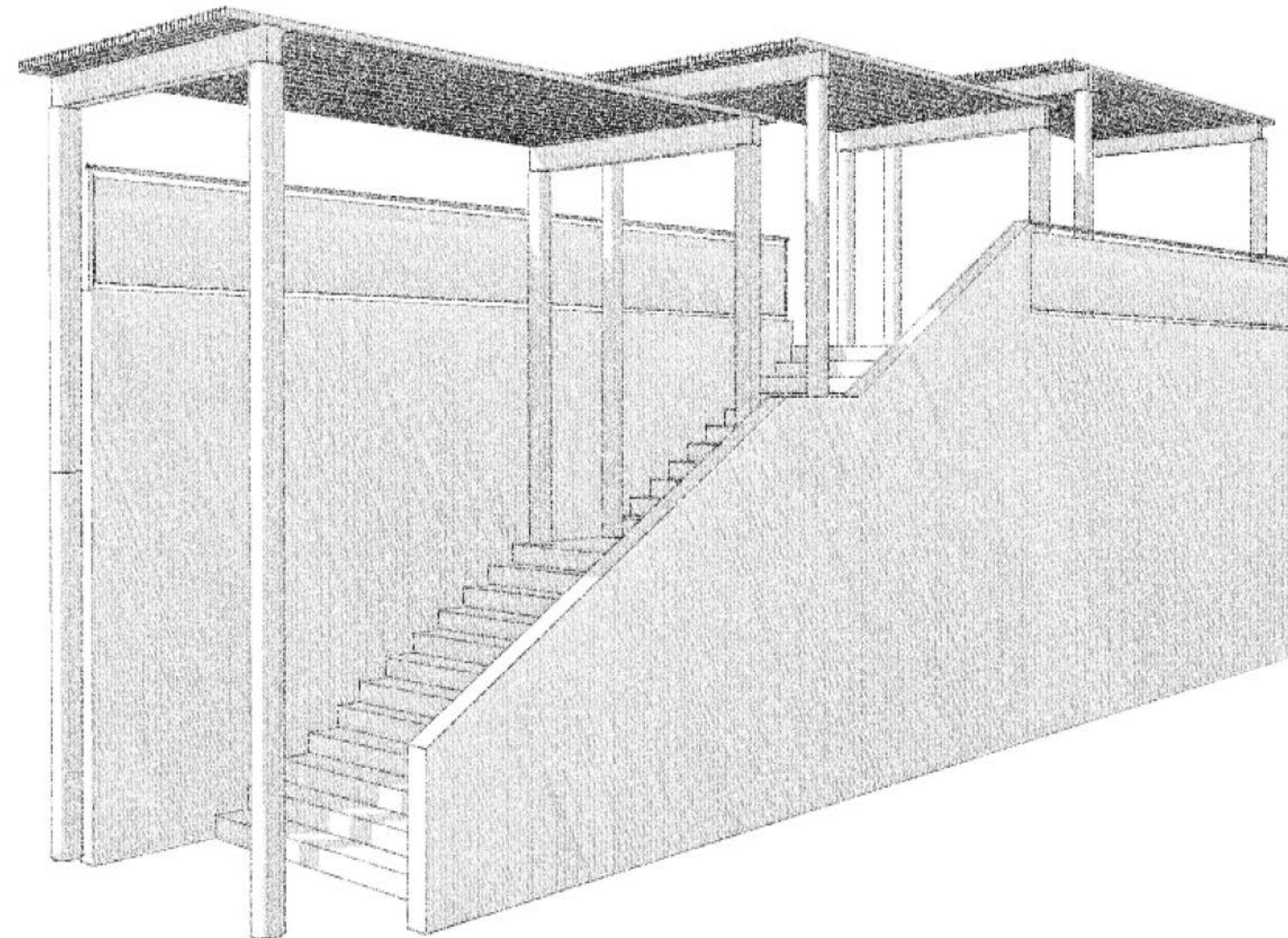
### SCIENTIFIC ABSTRACT



## TEACHING INTERNS



**CORAL STONE THERAPY:**



CCHC GALLERY



3640H

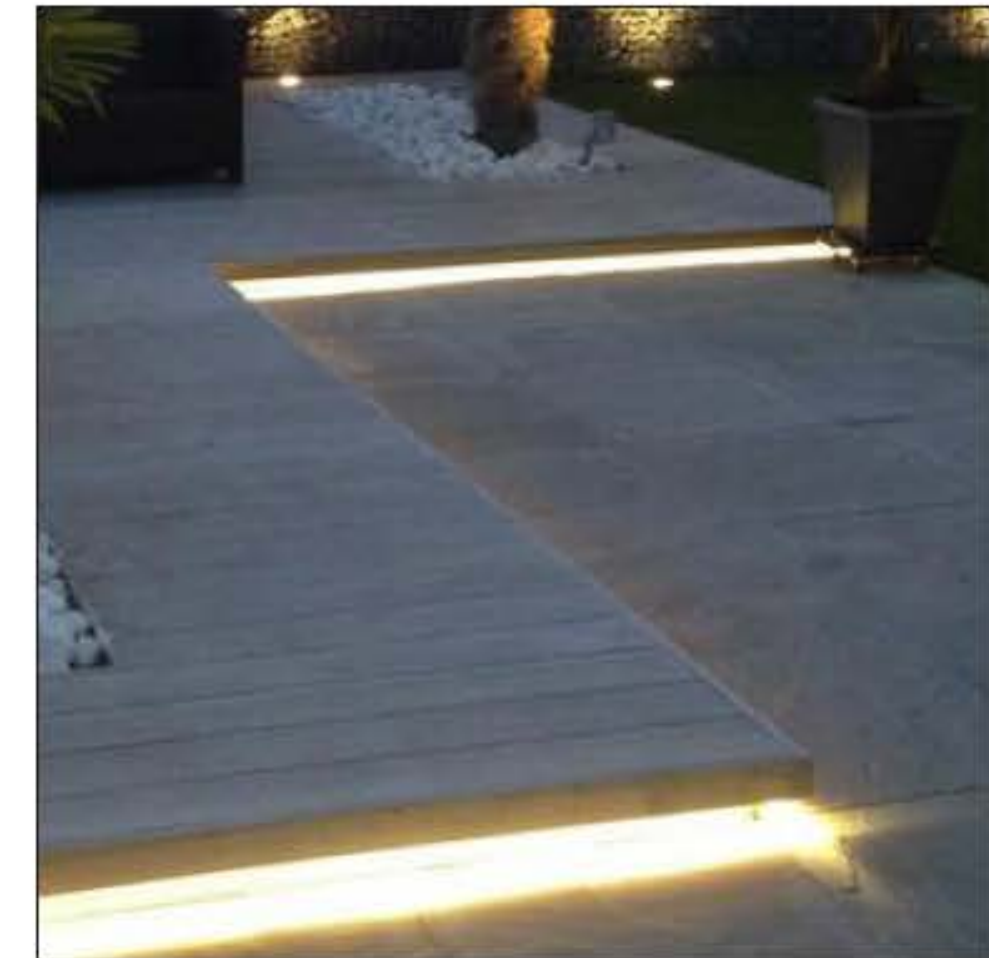


## PLANTER CONCEPT

## Arrival Gate Concept



# First Floor COMMUNITY SPACE AND BEACH CLUB





First Floor  
COMMUNITY SPACE AND BEACH CLUB



*Outdoor Robata Pit Concept*





## Second Floor

### CONTEMPORARY JAPANESE ROBATAYAKI RESTAURANT & TERRACE

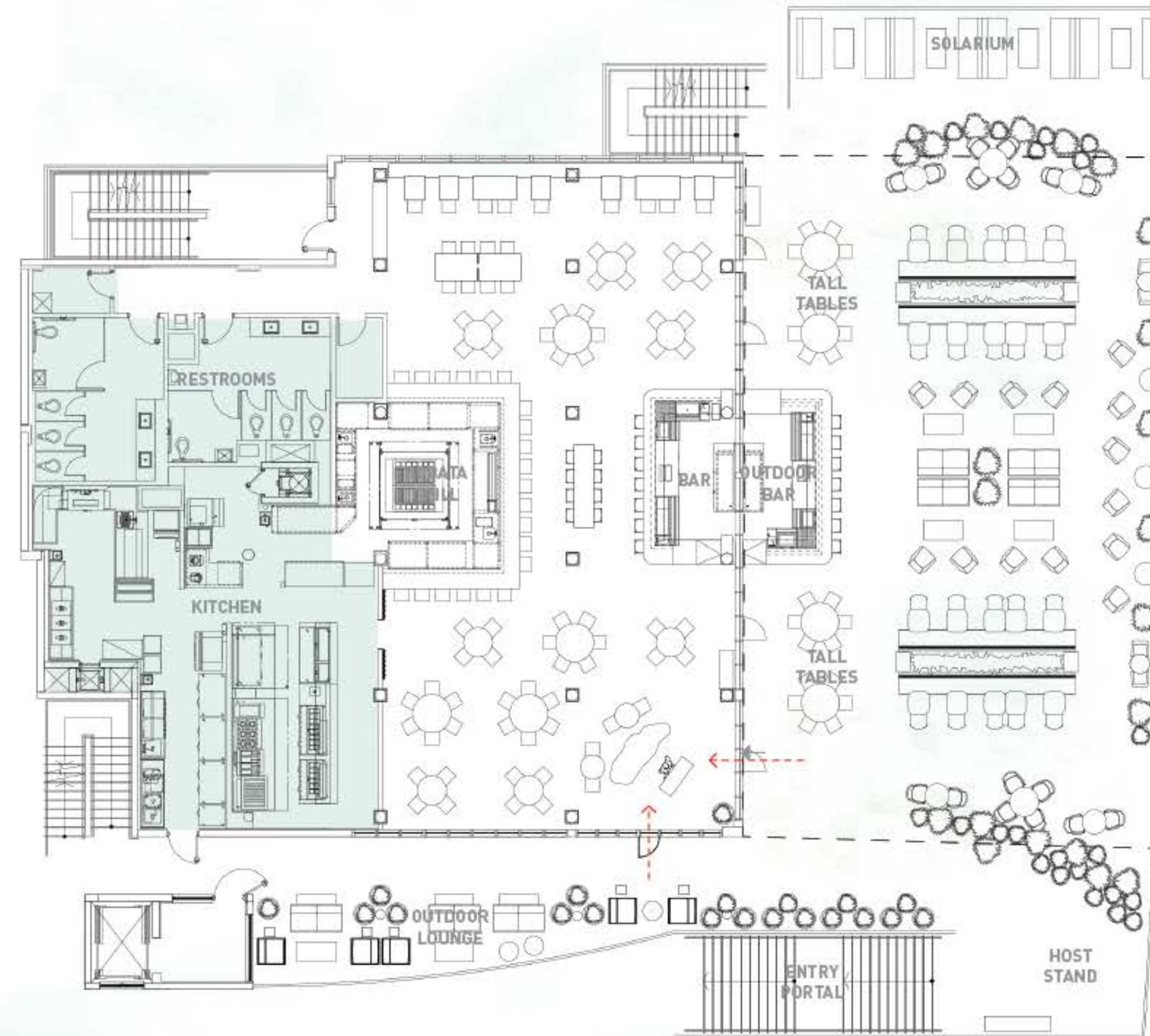
Showcasing the true essence of Bi-Chu, fire & energy, the second floor is the heart of the location.

From the restaurant & terrace, guests will enjoy an energy that offers warmth and enjoyment. The principle cuisine is from the Robata grill, which originates from the fishermen of the Northern coastal waters off Japan, who would cook the fish on the boats with different charcoals and share the bounty with one another using their oars.



## Second Floor

# CONTEMPORARY JAPANESE ROBATAYAKI RESTAURANT & TERRACE



INDOOR SEATING: 123 SEATS  
OUTDOOR SEATING: 133 SEATS  
TOTAL SEATING: 256 SEATS

*restaurant & terrace layout - R06 Opt1*



Second Floor  
CONTEMPORARY JAPANESE ROBATA YAKI  
RESTAURANT & TERRACE



*terrace ff&e concepts*





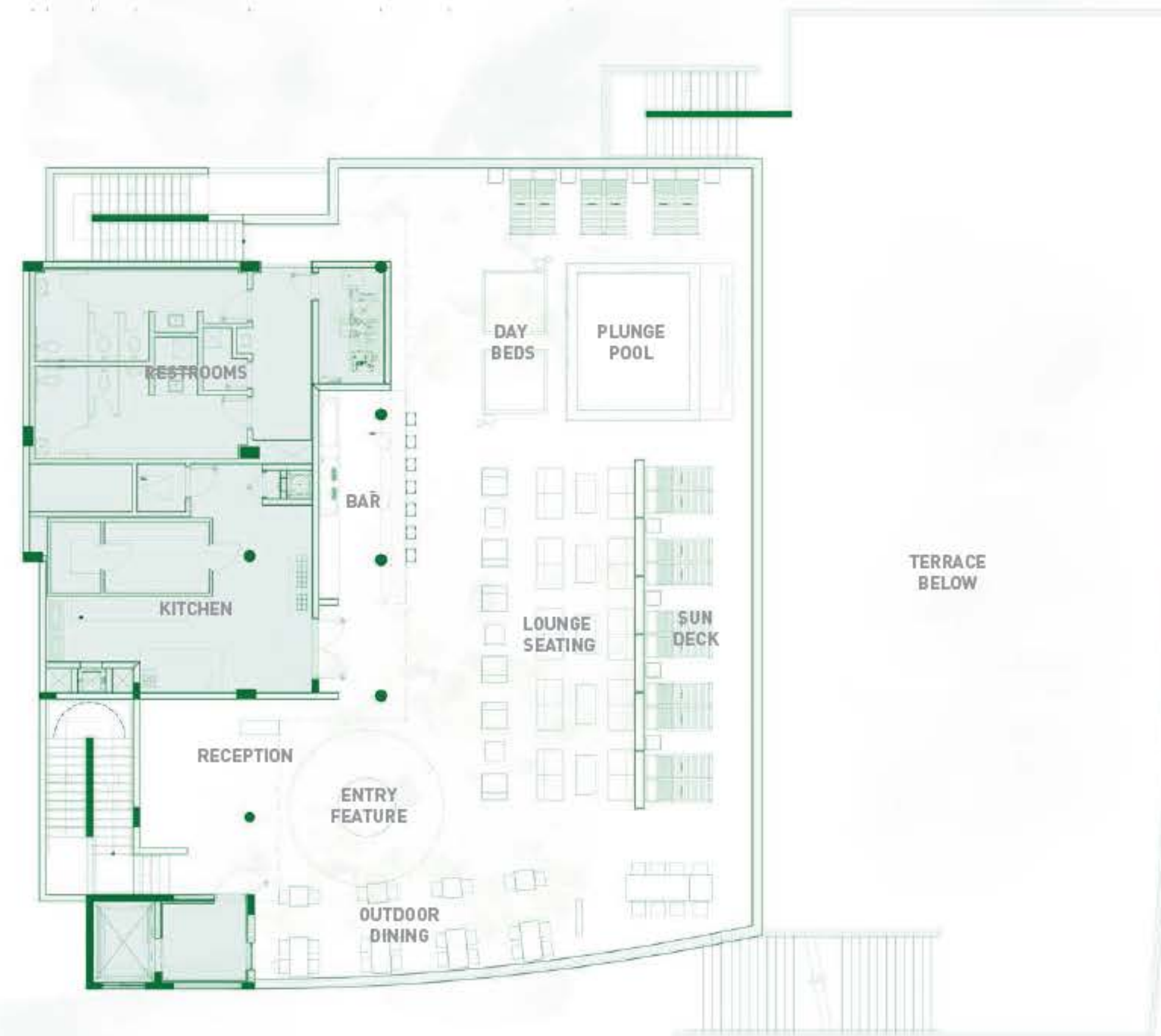
## Third Floor ROOFTOP LOUNGE

The spot where guests relax and unwind throughout the night.

The elegant lounge location will serve a selection of dishes from the second floor menu in addition to premium cocktails; the seductive ambience is further added to by the rooftop view.



## Third Floor ROOFTOP LOUNGE



BAR SEATING: 008 SEATS  
 LOUNGE SEATING: 026 SEATS  
 CAFE SEATING: 032 SEATS  
 POOL SEATING: 010 SEATS  
 SUN DECK SEATING: 010 SEATS  
  
 TOTAL SEATING: 086 SEATS

*rooftop deck layout*



## Third Floor ROOFTOP LOUNGE



*roof deck furniture concepts*



# Food & Beverage

## SAMPLE DISHES & COCKTAILS

### salads & tataki

#### iceberg salada no wafu (v)

iceberg lettuce with caramelised onion dressing

#### kihada maguro no tataki

yellowfin tuna tataki with apple mustard dressing

#### kaiso salada (v)

seaweed and grilled bamboo shoot salad, honey and sansho dressing

### from the robata

#### tai no miso-yaki

sea bream fillet, ryotei miso and red onion

#### yaki hotate

scallop skewers with wasabi and shiso

#### hinadori no lemon miso yaki

cedar roast baby chicken with chilli and lemon

#### kobu-jime kamo no kunsei yaki, kinkan to kaki

smoked duck breast with barley miso and kumquats

#### yaki asparagus (v)

asparagus with sweet soy and sesame

#### broccoli no shinme, shoga to moromi miso (v)

tenderstem broccoli, ginger and moromi miso

### cleansers

#### shiso mononoko

shiso leaves, vanilla, apple, orange, lemon

#### iced teas

sobacha tea with agave nectar

green tea with lemon and passion fruit

jasmine tea with peach and almond

### flavours of japan

#### raspberry and shiso

akashi-tai plum sake, green tea kombucha,

botanika herbal and yuzu honey

#### bergamot and rose

toyonaga rice shochu, shapō sake vermouth,

suze, belzasar rose & black salt

#### nori and liquorice

nikka pure malt black whisky, kokuto

ROKA

b i c h u

See appendices for full menus



Ciel SPA on the Ground Floor Image





## Ciel SPA on the Ground Floor Services

### CIEL SPA

Ciel Spa emphasizes highly intuitive and personalized service in a soothing yet playful setting. Reminiscent of a celestial dreamscape, guests will feel relaxed and at ease among the warm white tones and billowing curtains

Name	60 Min	90 Min
Swedish Bliss Massage	\$150	\$200
Energy Flow Massage	\$150	\$200
Sports Massage	\$165	\$220
Baby Me Massage	\$150	\$200

Couples Massage also available

Allow our therapists to release tension, soothe sore muscles, or relax you with one of our signature massages:

- ❖ Swedish Bliss: Relax with a traditional gentle touch massage that increases circulation and soothes the body
- ❖ Energy Flow: Release tension from stress-carrying muscles using medium pressure and gentle stretches to remove soreness from cramped muscles
- ❖ Sports: Deep muscle work to repair damage to muscles and joints
- ❖ Baby Me: Relax the mom-to-be with a massage to increase comfort and relieve stress during all stages of pregnancy