



Press Release

Emaar Hospitality Group strengthens Lifestyle Dining with contemporary Japanese dine-in Toko in Vida Downtown

- *With its 'less is more' philosophy, Toko Dubai presents Izakaya dining in its finest tradition*
- *Toko Dubai features a trendy new ambience and delivering a seamless integration of food, beverage, service and design*

Dubai, UAE; March 4, 2018: Emaar Hospitality Group has further strengthened its Lifestyle Dining division with the addition of Toko in Vida Downtown, a contemporary Japanese dine-in that presents Izakaya dining of promoting social interactions in its finest traditions.

Set in Downtown Dubai, Toko is for connoisseurs of Japanese cuisine with a trendy new ambience and bringing a seamless integration of food, beverage, service and design. Upholding the 'less is more' philosophy, the Toko brand first opened doors in 2007 in Sydney, and quickly set a benchmark for contemporary Japanese dining.

Expanding to Dubai, Toko at Vida Downtown is distinguished by its intimate restaurant and lounge setting, expansive terrace and a mezzanine private dining for the discerning. Matthew Darwon, the celebrated Australian architect who designed Toko Sydney, is the mind behind Toko Dubai too. He brings a sense of traditional aesthetics with a creative twist that is central to the Toko identity. He draws on a minimalist neutral palette of natural timbers and streamlined joinery, with Reni Kung lighting accents.

Assuring a never-before dining experience in the region, Toko Dubai stands out for its menus that blend traditional Japanese culinary techniques with premium ingredients and creative flair. At the heart of Toko Dubai is its team of experienced professionals. With its modern interpretation of authentic Japanese cuisine, Toko Dubai delights guests with a unique presentation style. The menu features dishes that are designed to be shared and served steadily. Choose from salads and tempura dishes, sashimi, rolls and nigiri or meat and seafood from the robata grill.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Toko Dubai has redefined the Japanese cuisine experience with its contemporary interpretation and inimitable presentation style. It complements the philosophy of Vida to serve as social hubs for the young and trendy. The addition of Toko Dubai further strengthens our Lifestyle Dining division, which is focused on delivering exceptional and memorable dining choices. Toko Dubai will delight Japanese food enthusiasts as well as those who want to discover the current trends in dining at one of the city's trendiest restaurants."

In addition to the main restaurant setting, Toko Dubai's Lounge, overlooking the Mohammed bin Rashid Boulevard with intimate lounge booths and an expansive open design. It will serve beverages designed by the Toko Sydney team in addition to a full dinner menu. To delight visitors, Toko Dubai will feature live music and deejay daily bringing the vibes of a social gathering to the lounge. Further, a private Toko garden and terrace enables guests to enjoy a full-dinner menu in a Japanese-style garden environment. The garden has calming water features, floating Japanese umbrellas, and Bonsai trees.



Emaar Hospitality Group's Lifestyle Dining division also manages At.mosphere, Burj Khalifa, La Serre Bistro & Boulangerie in Vida Downtown on Mohammed bin Rashid Boulevard and Sean Connolly at Dubai Opera.

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Note to Editors

About Emaar Hospitality Group:

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar's hospitality and leisure projects globally.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf clubs, polo club, marina and lifestyle dining restaurants.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

Address Hotels + Resorts has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Address offers a more personal and engaging experience to guests in a premium lifestyle environment, enriching the lives of its guests with luxury, style and elegance. Address Hotels + Resorts is set to operate hotels and serviced residences in Saudi Arabia, Egypt, Turkey, Bahrain, Maldives and other key markets in the region as well as in Dubai.

An upscale lifestyle hotel and residences brand, Vida Hotels and Resorts is for the new generation of business executives, entrepreneurs and leisure travellers. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity. Vida Hotels and Resorts has two properties in Dubai and is set to operate hotels and serviced residences in Abu Dhabi, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC. Designed for the new generation traveller and highly mobile socially connected global nomads who recognise value, stays connected through technology and gravitate towards culturally-inspired surroundings, Rove Hotels are reliable, modern, fuss-free and super-efficient. Rove Hotels has four properties in well-connected locations across Dubai and is set to operate further properties in the city.

The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. www.emaar.com

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