



## Press Release

# **Emaar Hospitality Group joins hands with Maximal Concepts to bring Brickhouse to Downtown Dubai**

**Dubai, UAE; May 9, 2016:** Building on its impressive track record of delivering a global and diverse array of lifestyle dining options, Emaar Hospitality Group is adding Mexican street food to its repertoire with the upcoming opening of Brickhouse in collaboration with Maximal Concepts, a multi-award winning restaurant group in Asia.

The new restaurant from Hong Kong is located on the Mohammed Bin Rashid Boulevard, adjacent to the boutique lifestyle hotel, Manzil Downtown Dubai, with both indoor seating and an outdoor terrace. Brickhouse promises to deliver vibrancy and community spirit that were key to the success of the original restaurant.

Brickhouse's philosophy falls back on the fundamentals of what makes food exciting in the first place: great ingredients, sensible and simple preparation cooked by people who really care. The best ingredients will always be in style. With its focus on traditional Mexico City street food, its infectious energy and perfect location make Brickhouse a simple feel-good sanctuary to eat, network or converse with friends, guaranteeing a social as well as a unique dining experience that marks a significant addition to Emaar's repertoire of lifestyle dining outlets.

Executive Chef Justin Haefler helms the original Brickhouse restaurant. He joined the team from Rick Bayless' restaurants in California working closely for three years with Bayless, often referred to as one of the greatest Mexican chefs in the US. Brickhouse has been awarded as the 'Top 5 Concept Restaurant in the World' by the Manual, 'Best Restaurant' by Foodie Magazine and 'Best Restaurant' for four consecutive years from 2013 to 2016 by Tatler Magazine.

The venue is unique but uncomplicated, with creative designs that appeal to Dubai's young and trendy go-getters who value vibrant and artistic surroundings. With an engaging outdoor space, a relaxed atmosphere is created, interfacing with the interior-dining ambience. Brickhouse keeps its walls alive by inviting local street artists to cover them in art, thereby promoting local and international artists.

Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said: "With over 40 restaurants already in our portfolio, launching Brickhouse in Dubai marks a new step in our expansion plans. Our objective is to introduce an eclectic yet exciting concept that combines homemade authentic food that appeals to the city's passionate food-lovers with a design-focused interior. Brickhouse aims to be a local eatery involved with the community and part of Dubai life and artistic scene. Our outlets are associated with the highest standards in every aspect, where our F&B professionals are highly trained. We are committed to continuing outstanding service through such innovative dining-concepts that underline our strength as a home-grown hospitality company with an increasing international reputation."

Brickhouse Dubai is set to open shortly and the timing will be weekdays from 12pm until midnight and weekends from 12pm until 1am.

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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 across the region.

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 retreats, a polo and equestrian club, marina and yacht club and lifestyle dining outlets.

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

The Address Hotels + Resorts, a premium luxury hotel and residences brand, brings a fresh identity to the hospitality and service sector of Dubai and the region. The Address features a bouquet of experiences providing unique benefits for business and leisure travellers within its properties. The Address Hotels + Resorts is set to operate hotels and serviced residences in Egypt, Turkey, and Bahrain, apart from expanding its presence in Dubai and the United Arab Emirates.

An upscale boutique lifestyle hotel and residences brand, Vida Hotels and Resorts is a refreshingly different concept for the new generation of business executives, entrepreneurs and leisure travellers. The hotels create a stimulating environment for the younger generation. Vida currently operates two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai. Vida Hotels and Resorts is set to operate a hotel and serviced residences in Bahrain, Saudi Arabia, and other key markets in the region as well as in Dubai.

Rove Hotels is a contemporary new midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. Rooted in culture and design-influenced, Rove Hotels celebrate the very heartbeat of the city with its unique approach to delivering value hospitality experiences for the young and young at heart global traveller, who explores without borders. The first project in the Rove Hotels portfolio is Rove Downtown Dubai, now open.

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

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### **About Maximal Concepts:**

Maximal Concepts from Hong Kong creates and manages projects in the hospitality, entertainment and dining sectors. They specialize in creating niche boutique hotel & villa concepts along with bringing a fresh innovative take on intertwining food and beverage to lifestyle enthusiasts.

Maximal Concepts is an award winning marketing and branding company specialising in venues that are carefully designed and brought to life by their passion for quality and ingredient-focused cooking. Their culinary team thrives on creating and developing real homegrown restaurants – ensuring each concept is designed to resonate the quality of the ingredients through to the design and venue.

The brands within the group are no short of accolades with Blue Butcher winning Best Restaurant Hong Kong from HK Tatler Best Restaurant Awards every year from 2013 – 2016, the latest addition Mercedes me Store HK winning Best New Restaurant in Hong Kong 2016 by CNN and their flagship Mott 32 winning Best New Restaurant, Best Interior Design and Best Restaurant Reader Choice Award by Tatler, No.1 Hot 10 Restaurants by Lifestyle Asia and World Interior of the Year by INSIDE World Festival of Interiors.

Maximal Concepts has positioned itself as serious force in the F&B industry not only in Asia but across the globe now. The brand will continue to evolve and push the branded lifestyle envelope into the future; setting a standard that will be a benchmark for creative value.