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## **LONDON'S AWARD WINNING RESTAURANT, ZUMA, OPENS ITS FIRST U.S. LOCATION IN DOWNTOWN MIAMI**

### ***ZUMA Miami Offer Guests an Internationally Acclaimed Style of Modern Japanese Cuisine***

After months of anticipation, London's award winning restaurant, **ZUMA**, has officially opened the doors to its first U.S. location in the heart of Downtown Miami, bringing its internationally acclaimed style of modern Japanese cuisine to America. Zuma, the brainchild of award-winning chef Rainer Becker offers a sophisticated cuisine philosophy inspired by the informal Japanese dining style called Izakaya.

Becker developed the Zuma concept of authentic, nontraditional, Japanese cuisine while working in Tokyo where he spent six successful years learning the intricacies of both Japanese food and culture. In 2002, Becker launched the first ZUMA restaurant in London's Knightsbridge; such was the enormous success of the restaurant with London's international clientele, that demand supported the development of additional Zuma restaurants across the globe. ZUMA Hong Kong launched in 2007, ZUMA Istanbul in February 2008 followed by ZUMA Dubai in August 2008. Zuma's large celebrity following includes Gwyneth Paltrow, Chris Martin, Lady Gaga, Tony Blair, Beyonce, Jay Z, Victoria and David Beckham, Sarah Ferguson, Dwayne "The Rock" Johnson, Antonio Banderas and Keith Richards among many others.

*"We wanted our first Zuma in the USA to be located within an energetic, vibrant, multicultural and popular city; that to me is Miami," said co-founder Rainer Becker. "Furthermore the bay views from the restaurant terrace and the river that runs alongside it, makes it a perfect location."*

Zuma Miami is located on the first floor of the EPIC Hotel & Residences in Downtown Miami. One of the only restaurants in the Downtown Miami/Biscayne Bay area with boat accessibility, in addition to entry through the main doors of EPIC, Zuma also grants entry through its own bay front entrance, as the EPIC Marina features a private dock available to restaurant diners.

The restaurant's design has been created by Tokyo based Noriyoshi Muramatsu of Studio Glitt. Having designed all other locations, Muramatsu has maintained a long standing relationship with Zuma. Muramatsu preserves the concept behind Zuma's interior while simultaneously incorporating the natural products and textures present among each of the individual locations. Keeping consistent with Zuma's signature theme of natural earth tones, the restaurant's floors and walls are made up of earth tone granite, with Japanese rice paper panels extending from the ceiling and dining tables topped with natural wood imported from Indonesia. Zuma Miami emulates the original London restaurant, with its lounge bar, sushi counter with dedicated sushi chefs and bar-side seating, and the Robata Grill. The Robata Grill, Zuma's Japanese open fire barbeque, is inspired by the age-old cooking style of northern Japanese fishermen. A private dining area that seats up to 18 people provides diners with a chance to experience Zuma in a more intimate and private setting. Guests are also invited to enjoy the beautiful Miami weather while dining in Zuma's outside seating and lounge area overlooking the Miami River.

Embracing the unique dining experience, guests are offered dishes that are brought to the table steadily and continuously throughout the meal, which differs from the typical starter and main course menu structure. An exciting and innovative range of drinks perfectly complement the cuisine. In addition to the award-winning signature cocktails and wines, Becker's dedication to sake is evident in the 40 different varieties that are offered, including his own Biwa no Choju, which is brewed exclusively for Zuma from the waters of Lake Biwa in the Shiga prefecture.

Zuma has won international acclaim from the press, including 'Restaurant of the Year' in the UK's Tatler Restaurant Awards. Conde Nast Traveler's Hot Tables Awards awarded Zuma Hong Kong 'Most Exciting New Restaurant,' and Time Out Istanbul awarded Zuma Istanbul 'Best New Restaurant 2009.' Furthermore both Zuma London and Hong Kong made the Top 100 listing of The S.Pellegrino World's Best Restaurants, as voted for by an international panel of over 800 critics, chefs and restaurateurs. Chef Rainer Becker has also been recognized within the industry, with awards including Harper's Bazaar and Moet Chef of the Year.

Zuma, located on the ground floor of EPIC Hotel & Residences (*270 Biscayne Boulevard Way, Miami, Florida 33131*), is open for lunch Monday – Saturday from 12:00 PM to 3:00 PM and is open for dinner Monday – Thursday from 6:00 PM to 12:00 AM and on Friday & Saturday from 6:00 PM – 1:00 AM. The Zuma bar/lounge is open Monday – Thursday from 12:00 PM to 12:00 AM and on Friday & Saturday from 12:00 PM to 2:00 AM. Reservations can be made by calling 305.577.0277. For more information, please visit <http://www.Zumarestaurant.com/>

#### **Notes to Editor**

ZUMA was co-founded by Rainer Becker and the Waney Family in 2002. ZUMA London, the first restaurant to open, remains the group's homestead. All of Zuma's management and chefs are extensively trained in London before working in Zuma's international locations. The Miami restaurant is part of Zuma's expansion plan, which will see new restaurants in the world's most cosmopolitan cities over the next five years.

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