



IZAKAYA Hamburg



THE BUTCHER Social Club



IZAKAYA Amsterdam

High-end hospitality, the 'Entourage' way

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Widely regarded as one of the best restaurants in Amsterdam, it is safe to say MOMO needs little of an introduction. With its unique design experience and sophisticated Asian-fusion menu, the high-end restaurant, bar and lounge amazed the Dutch capital's hospitality scene when it opened in 2008, establishing itself as a perennially popular hangout with locals and international clientele alike. The brainchild of creative entrepreneur Yossi Eliyahoo, MOMO was just the beginning of a journey that has seen Eliyahoo and his company The Entourage Group change the face of hospitality in the Netherlands and beyond.

From gourmet burgers at THE BUTCHER to Japanese dining at A-list favourite IZAKAYA, what came after MOMO has

proved that Eliyahoo is far from a one trick pony. His ever-growing group now has numerous venues across Europe, with more exciting launches coming this summer across the continent. Meanwhile, back in Amsterdam, The Entourage Group's recently launched high-end club MAD FOX is shaking up the capital's clubbing scene with an international nightlife experience never seen before in the Netherlands.

A unique new nightclub experience
"Whenever I'm creating, I'm always really precise to ensure every place completely has its own identity: nothing is repeated," asserts creative concept developer and owner Eliyahoo, who co-founded The Entourage Group along with renowned hotelier Liran Wizman. For his latest creation, MAD FOX, the group spotted a gap in the market for an exclusive nightclub

with high-end design and table service. The venue opened in the heart of the city at the end of March, offering a unique clubbing experience; with awesome DJs providing an eclectic soundtrack. "Amsterdam was missing this type of cosmopolitan club," explains Eliyahoo, revealing the drinks menu includes Champagnes worth 25,000 euros per bottle. Tables can be booked in advance, while those arriving on the night need to make sure they dress to impress.

The whole package
With all of his projects, from restaurants to nightspots, Eliyahoo focuses on creating an overall experience for his clientele: this is what makes The Entourage Group's various venues stand out from the crowd. "For me, a venue needs to be the full package. There needs to be a concept

and the whole experience needs to be perfect. Guests must have an experience that they would not find anywhere else," explains Eliyahoo, who was named Hospitality Entrepreneur of the Year at the prestigious Entrée Hospitality Awards in 2015. "It's all about the little details, right down to the cutlery and the tableware used at a restaurant," adds the perfectionist.

State-of-the-art hospitality concepts

Eliyahoo was born in Tel Aviv and now splits his time between New York and Amsterdam. His passion for the Dutch capital is palpable. "It's such a cosmopolitan city. Everyone is open minded and nobody feels like an outsider," he enthuses. "As well as being one of the most beautiful cities in Europe, it's now one of the leaders in hospitality." There is no doubt that The Entourage Group has played a major role in cementing that reputation: it is renowned for creating cutting-edge food and drinks concepts across the world.

European expansion

There are too many success stories from The Entourage Group to mention. For

example, take IZAKAYA Asian Kitchen & Bar, which opened in Amsterdam's hip De Pijp district in 2012. With famous faces including Rihanna and Drake amid the loyal clientele, IZAKAYA is coveted for its sophisticated Japanese cuisine with a South American twist, not to mention some seriously slick cocktails. The brand is growing, with a new location in the heart of the German city of Hamburg, while IZAKAYA Munich and IZAKAYA Ibiza are also new for this summer. In Milan, look out new branches of both IZAKAYA and THE DUCHESS, The Entourage Group's elegant Belle Époque inspired eatery.

We have only touched the surface of The Entourage Group's portfolio - other highlights include modern steakhouse/chic lounge bar MR PORTER complete with its 360-degree rooftop terrace and THE BUTCHER, a high-end burger joint with a hidden cocktail bar out back. The story began in the Dutch capital, but the brand has already expanded into Berlin and Ibiza. In Amsterdam, THE BUTCHER can be found on The Albert Cuypstraat, as well as

in the 9 Streets shopping district and in the De Hallen food market in the Oud-West neighbourhood, not to mention via THE BUTCHER On Wheels food truck. There is also THE BUTCHER Social Club at the A'DAM tower, which is open 24 hours. Aside from offering THE BUTCHER's famous burgers, the Social Club provides everything from an easygoing coffee spot to a casual afterparty hangout with live music.

With so much to choose from, we wonder whether Eliyahoo has a favourite among his many creations? "There's absolutely no favourite," he smiles. "I'm always asked this question and I always reply that when you have five kids you love them all the same. From a chic burger bar to a Japanese experience, it depends what you want. All our locations have different characters as well as different dishes. That is the beauty of it."

For more information, please visit: www.the-entouragegroup.com



IZAKAYA Ibiza



MR PORTER



THE DUCHESS



MAD FOX