

Cosmopolitan and conscious dining

THE ENTOURAGE GROUP EXPANDS AROUND EUROPE



Entrepreneur Yossi Eliyahoo has transformed the luxury hospitality market in various European hot spots with THE ENTOURAGE GROUP.

He shares a few of his new projects.

This year is very exciting for us. We are opening a new location for our high-end steakhouse concept MR PORTER in London at the end of November. To me, London is the capital of the cultural and culinary world, so I cannot wait to join the scene there and make our mark. I believe that we can bring something new and exciting to the London market. We are also planning to open MR PORTER in Dubai in the first quarter of 2024. Then there is a Mexican concept opening in Amsterdam in 2023.

Conscious choices

We never copy/paste our concepts; every place has its own identity and style. Still, there are some underlying principles that we apply to all our locations. They all share a classy, cosmopolitan vibe. Our places are high-end, but also informal and open. It is not just about the food for us; it is about the entire dining experience. Dressing up and being part of a vibrant scene – where you can interact with others and be surprised – is the most important aspect for us. We want to give our customers a different experience every time, while being consistent in the level of service we offer. The pandemic made people realise how much they value a luxury dining out experience. I have noticed that people are now eating out more than ever before, but are choosing their restaurants

more consciously. That trend fits our DNA perfectly.

Inspiring cities

Every crisis is a door for opportunity. I opened my first restaurant, MOMO Restaurant, Bar & Lounge, in Amsterdam in 2008 during the financial crisis and it was fully booked every day from the start. IZAKAYA Asian Kitchen & Bar, THE DUCHESS, MR PORTER and THE BUTCHER followed a few years later. Since then, we have branched out to European hot spots such as Berlin, Barcelona, Ibiza, Manchester and Munich. There are many other cities in Europe that I am looking at in terms of inspiration and possible expansion, such as Paris. I am excited about all the new openings we have in the pipeline. the-entouragegroup.com @the.entourage.group



IZAKAYA Asian Kitchen & Bar – Ibiza