



**WITH THE OPENING OF 'SOUTH GATE' RESTAURANT,
JUMEIRAH ESSEX HOUSE TURNS TO CENTRAL PARK
FOR CULINARY INSPIRATION**

*Chef Kerry Heffernan brings his Modern American haute cuisine
to Jumeirah in New York.*

Dubai, February 24, 2008: With the opening of South Gate restaurant, Jumeirah, the fast growing Dubai-based luxury international hospitality group and member of Dubai Holding, adds a new dimension to the New York City dining landscape. Chef Kerry Heffernan has created a distinctive and seasonally inspired Modern American menu sure to attract native New Yorkers and visitors alike.

"Jumeirah Essex House's privileged location in New York City means that we are always in touch with Central Park," explains Scott Dawson, General Manager of Jumeirah Essex House. "Chef Heffernan's cooking will be heavily influenced by his surroundings and the changes they undergo throughout the year. His menu will be a culinary translation of Jumeirah's vision, which is to always STAY DIFFERENT™."

Chef Heffernan, whose name is synonymous with fresh, Modern American cuisine, honed his culinary skills at some of New York's finest dining establishments and he opened the highly regarded Eleven Madison Park in 1998. Chef Heffernan developed a reputation for creating outstanding contemporary American fare and gained a loyal following, now ready to head to Central Park South.

"Central Park will be at the heart of what we offer," says Chef Heffernan. "There will be a sense of the seasons, what I call the privilege of time – being able to observe and experience the transition. The sequence of the flowers, the procession of the hardwoods, the falling snow... Guests will not only be a part of that, but hopefully savour it as well at South Gate."

South Gate's constantly evolving menu features instant classics such as *Hamachi with Eucalyptus Oil, Lemon Zest and Garlic Crisp; Lobster and Leek Vinaigrette with*

Cardamom and Dill Seeds and Venison with Fresh Juniper, Red Carrots and Rosemary Fritters.

The luxurious space features a fresh, sleek interior by famed designer, Tony Chi of Tony Chi and Associates. As a New Yorker for the last fifty years, Tony had very specific ideas as to how the space should feel and unfold once welcomed inside. "I wanted to create a place that is for the neighbourhood, an urban tavern with varying levels of intimacy and cultural synergies," shares Chi. South Gate transitions from a casual morning patisserie to a skylit lunch spot to a night time dining destination with twinkling lights and easy intimacy.

The opening of South Gate marks the completion of Jumeirah Essex House's \$90 million refurbishment programme.

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Notes to Editors:

[Jumeirah Group:](#)

Jumeirah properties are regarded as among the most luxurious and innovative in the world and have won numerous international [travel and tourism awards](#). The fast growing Dubai-based luxury international hospitality management group encompasses the world renowned **Burj Al Arab**, the world's most luxurious hotel, the multi-award winning **Jumeirah Beach Hotel**, **Jumeirah Emirates Towers**, **Madinat Jumeirah** and **Jumeirah Bab Al Shams Desert Resort & Spa** in Dubai, the **Jumeirah Carlton Tower** and **Jumeirah Lowndes Hotel** in London and the **Jumeirah Essex House** on Central Park South in New York.

The Group's activities are, however, not restricted to hotel and resort management. The Jumeirah Group portfolio also includes **Wild Wadi**, regarded as one of the premier water parks outside of North America; **The Emirates Academy**, the region's only third-level academic institution specializing in the hospitality and tourism sectors; **Jumeirah Branded Restaurants**, the company's dedicated restaurant division; global spa brand **Talise**; **Jumeirah Living**, the Group's luxury brand of serviced residences offering effortless living in luxurious surroundings; and **Jumeirah Retail**, Jumeirah Group's retail division with a portfolio of 14 retail stores and dedicated luxury retail website www.jumeirahcollection.com.

Building on this success, Jumeirah Group became a member of [Dubai Holding](#) in 2004, a collection of leading Dubai based businesses and projects, in a step that aims to initiate a new phase of growth and development for the group.

Jumeirah has extensive expansion plans to grow its portfolio of luxury hotels and resorts into key gateway or letterhead cities and aspirational resort destinations worldwide. Currently, the Group has several luxury five-star properties under development, including five in Dubai and others in Abu Dhabi, Aqaba, Doha, Phuket, Shanghai, Bermuda, Mallorca and London.

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