

CHOTTO



Chotto Matte celebrates the very best of authentic and innovative Nikkei cuisine, set in vibrant, stylish architectural spaces, in exciting city locations around the world.

Sophisticated but with an edge, and loved by those who seek fun, experience, adventure and a sense of being at the heart of where it's at, Chotto is a place you want to be and want to be seen. Exceptional food and drinks, fired-up cooking theatrics, bespoke urban art installations, and DJs playing the best current eclectic sounds, combine to create a unique sensory experience, and unforgettable good times.



A UNIQUE CONSUMER PROPOSITION

A GREAT BUSINESS PROPOSITION

Premium, authentic and innovative Nikkei cuisine offered at an uppermid market price point

Delicious, fresh and healthy sharing plates made from the best locally sourced, sustainable and environmentally considerate ingredients

Exciting contemporary architecture and interior designed spaces

Open kitchens, sushi and sashimi making, fire flaming and Robata grilling

Live music, entertainment, bespoke urban art installations, and buzzing atmosphere

Well known and sought after destinations

A strong and profitable business model with excellent EBITDA potential

Unique food, drink and service proposition that is realizing a highly profitable market opportunity

A differentiated and complex product offering that is hard to copy

A brand that goes past the functional and connects at an emotional level

Proven concept with sites in London, Miami, Toronto, Doha and new locations opening in San Francisco and Riyadh in 2023

Excellent business support by a highly regarded and experienced team of hospitality professionals

Strong branding and proactive marketing activity

Sophisticated business systems, training and supply chain support

Award-winning and acclaimed by the media

Established customer loyalty / brand advocates

THE CHOTTO MATTE STORY

"WE KEEP PUSHING THE BOUNDARIES TO BE INNOVATIVE."

Founder, Kurt Zdesar.

Chotto Matte opened its first restaurant on Frith Street in Soho, London in 2013 to serve authentic Japanese Peruvian Nikkei cuisine. We identified a gap in the market for premium Nikkei food made using fine, organic ingredients and served in exciting environments. Nikkei dishes are fresh, healthy and delicious, and the complexity of the recipes are hard to replicate. The Chotto Matte fine-dining restaurants are cool and stylish – they offer unique and experiential atmospheres that welcome the young and aspirational.

Kurt Zdesar is the inspiration behind Chotto Matte, a concept he founded in 2011. His portfolio includes introducing Nobu to the UK and Europe, helping establish the original Hakkasan, and founded the Ping-Pong global dining chain.

The Chotto Matte concept has been a phenomenal success since the first venue opened in Soho. In 2018 and 2019 Chotto Matte opened two new and highly popular restaurants in Miami and Toronto. 2022 saw the opening of Chotto Matte's first Middle East location in Doha with outlets in Riyadh and San Francisco on track to open in 2023.

Kurt Zdesar. Founder, Innovator.



Kurt Zdesar is the Chotto Matte Founder and Managing Director. He has been involved in the restaurant business from a very young age, refining his skills from fast-food chains to globally acclaimed fine-dining restaurants.

Kurt became the European Director for Nobu at the age of 25, where he helped establish 16 restaurants in 10 years including the initial London venue at Park Lane. He also consulted Alan Yau to launch Hakkasan.

In 2005, Kurt founded Ping Pong. The restaurant chain went on to become a hugely successful global brand, recognised as one of the UK's fastest-growing companies. It continues to be one of London's most successful Asian chain of restaurants

Kurt opened the first Chotto Matte in London's Soho in 2013, introducing Nikkei cuisine to the UK. In 2018, Chotto Matte Miami opened as the brand's first international outlet, followed a year later by Chotto Matte Toronto.

The restaurant group opened its first franchise in 2022, taking Chotto Matte to Doha with locations to follow in Riyadh, Saudia Arabia and Dubai, UAE.

EXPERIENCE

FOUNDER

Chotto Matte Black Roe Fucina Mews of Mayfair Ping Pong

GROUP DIRECTOR

Nobu

CONSULTANCY & CONCEPTS

Hakkasan – London Les Bains – Paris Aroma Cafe – Bahrain Block 338 – Bahrain Icha Icha – Stockholm

Chotto Matte. A unique concept from London, Miami, Toronto and Doha

2011

Concept development, travel to Peru and Japan

2013

Chotto Matte Soho public opening

2019

Chotto Matte Toronto public opening

2022

Chotto Matte Doha public opening

2023

Chotto Matte Riyadh public opening



















2012

Chotto Matte Soho project coordination and build

2018

Chotto Matte Miami public opening

2022

Chotto Matte Marylebone public opening

2023

Chotto Matte San Francisco public opening

2025

Chotto Matte Manchester public opening

Chotto Matte brings premium and authentic Nikkei cuisine to a global audience in exciting and modern fine-dining restaurants entwined with art, entertainment and music.

THE CHOTTO MATTE CUSTOMER

Cosmopolitan, knowledgeable and aware of what's going on. They seek fun, experience and a sense of being at the heart of where it's at.

25-40 years old, professionals, Chotto Matte customers are looking to enjoy a fine dining experience and usually they will do it between friends. They are current, social, in the know, connected and are seeking new thrills to boost their lifestyle ambitions.

LUNCH

At lunchtime, customers pop in for a bite shared between colleagues or an elevated lunch experience with their clients. They expect to be served exciting food quickly, to be offered a dynamic and innovative menu selection and get good value for their money. Time is valuable and they come to Chotto Matte to enjoy a quick but impressive meal in a dynamic and inspiring environment making it great for colleagues and clients alike.

SHARING
EXCITING FOOD
DYNAMIC
GOOD VALUE
QUICK
INSPIRING

EARLY EVENING

After a productive day in a dynamic workplace, we provide an upbeat refuge to grab a cocktail in with friends or colleagues, a place to relax unwind and decompress. Never dull or quiet, because life is always a celebration! At this point in the day, they look to enjoy vivacious cocktails paired with refined Nikkei-snacks to accompany, gradually transporting them into their evening tempo...

UPBEAT
COCKTAILS
RELAX / UNWIND
GOOD VALUE
NIKKEI-SNACKS

NIGHT

When night arrives, our guests are the ones looking for entertainment that promises to flout the rules of the conventional. Whether it is Japanese – Peruvian inspired cocktails in our lounge or Nikkei fine dining at our restaurant, they expect to enjoy an intimate, fun, lively yet refined experience. Perfect for pleasure seekers looking to indulge in an aspirational setting.

INTIMATE
LIVELY
FUN
REFINED
INDULGENT
ASPIRATIONAL

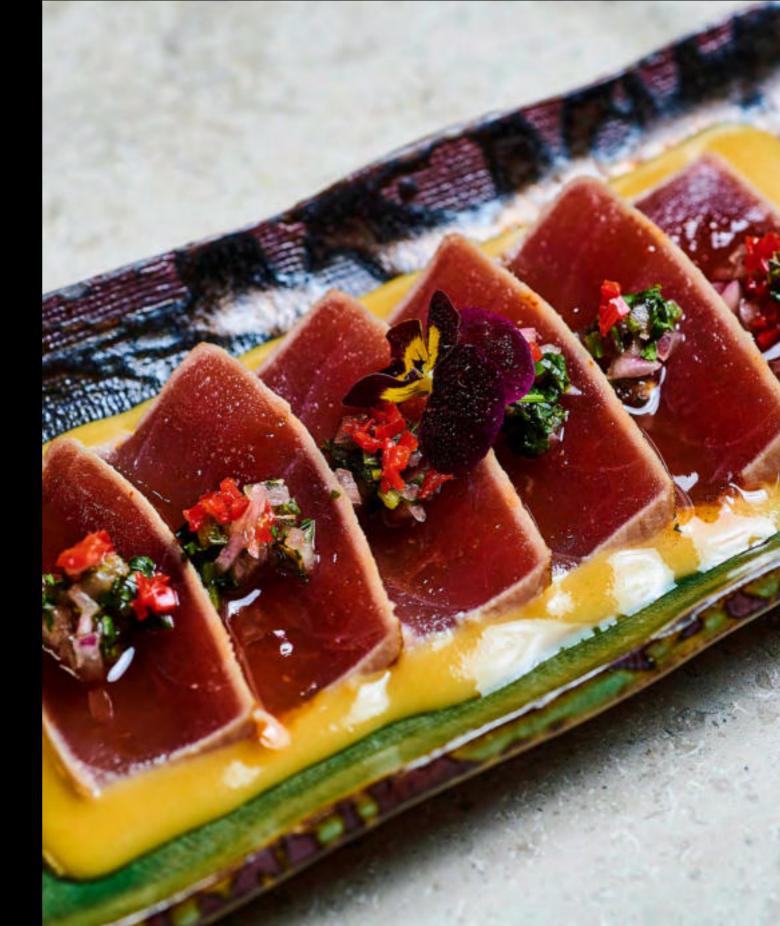
BRUNCH

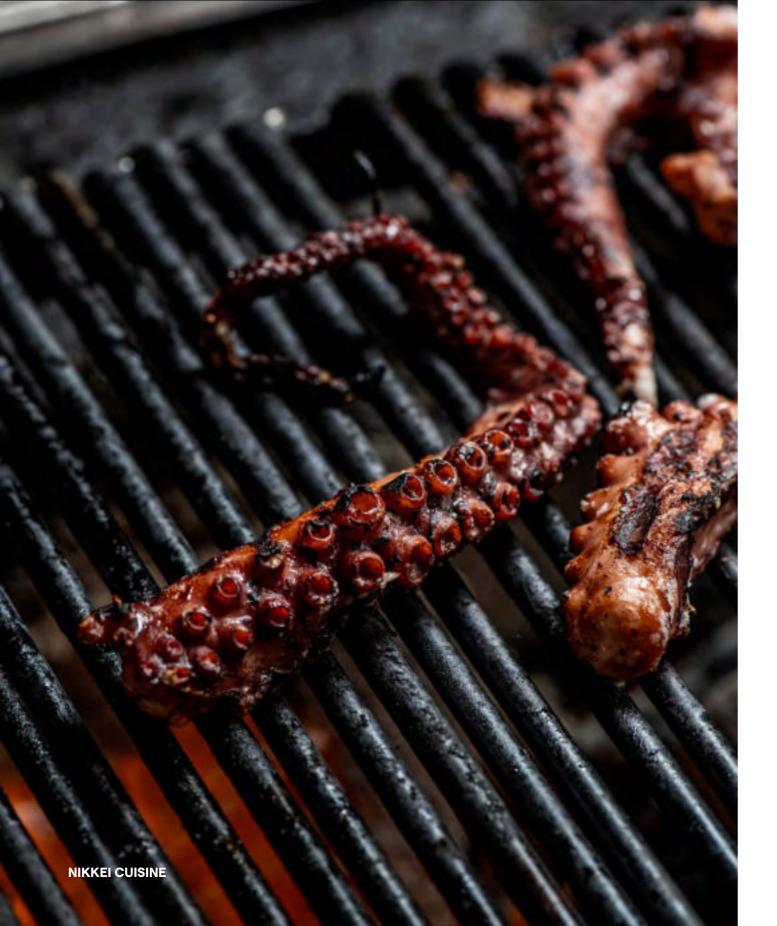
Our brunch crowd are pleasure seekers, hunting for a party atmosphere to celebrate the fact it's the weekend. Chotto provides a more youthful approach to a Saturday, with resident urban DJs that keep the vibe electric all day. Guests return regularly because the experience is wholly immersive and set apart from the usual offering – it's accessible and never boring – with vibrant food, free flowing fun and engaging cocktails and loud music combine to create an unmissable destination brunch venue.

ATMOSPHERIC
YOUTHFUL
IMMERSIVE
ACCESSIBLE
VIBRANT
FUN / ENGAGING
ELECTRIC















NIKKEI CUISINE

instrumental in shaping the country's unique culinary flavors. A story of migration that began over a century ago has since evolved into a tale of cultural integration which finds

The two cultures share a deep appreciation for fresh fish and seasonal ingredients, with Japanese sushi and sashimi, and Peruvian ceviche central to their gastronomy. Nikkei is a unique blend of these culinary traditions, a lively combination of Japanese and Peruvian ingredients and techniques.

We are the pioneers in introducing authentic Nikkei cuisine to the UK and now beyond.

NIKKEI CUISINE

WHY NIKKEI CUISINE?

Delicious, dynamic and exciting

Original and authentic

Artistic, creative, vibrant and visually stunning dishes

Fresh and healthy

Perfect for lunch or dinner, with no food hangover

Promotes happiness

Delivers a sense of excitement, occasion and experience

A cuisine that is sophisticated and complex, that few others have the knowledge or expertise to create or copy

THE CHOTTO MATTE MENU

Chotto Matte's innovative menu stays true to the Nikkei staples – Ceviche, Tiradito, Anticucho BBQ, Sushi, Sashimi and Tempura – while ensuring the ingredients are organic and sustainably sourced.

Dishes include our signature Sea Bass Ceviche, the Yellowtail Nikkei sashimi and the Black Cod Yuzu-miso.

Our chefs respect the authenticity of Nikkei cuisine, and celebrate the complexity of its textures and flavors. Ultimately, at Chotto Matte we create unforgettable food experiences.

Creating a balanced flavour profile

Savoury Fatty / Acidic Sweet



Unique
Healthy
Fast and fresh

Hard to recreate

Our dishes have been designed to be shared at the centre of the table. Our waiters will organise the order of the dishes to be served, adhering to our philosophy of first eating colder, light flavoured dishes, graduating to hotter, fuller flavours and ending with sushi.





ETHICAL, SUSTAINABLE, SEASONAL, AND ALWAYS INVENTIVE.

Organic – the ingredients we source are of the finest and freshest quality from respected and sustainable suppliers

Zero waste – We advocate a 'no-waste' approach to our food production

Seasonal produce – seasonal fresh and local produce served on plates and dishes chosen to enhance the appearance and seasonal theme

Innovators – we are the originators of the Nikkei cuisine and continue to lead the industry through a process of constant innovation and development

100% natural – No MSG and GMOs, we never use anything artificial or unhealthy to flavor our recipes

Aligned suppliers – we strive to work with suppliers who best reflect our brand. To guarantee the suitability, our executive chef personally meets with them at the start of any project. We take pride in working with companies who share our environmental ethics

Locally sourced – the Chotto Matte menu has a dedicated section to utilise local produce, which is seasonally updated to support local suppliers and make use of the best available produce depending on the restaurant location





Chotto Matte is much more than a restaurant and lounge, it is a place and an experience that aims to delight and satisfy every one of our customers' senses.



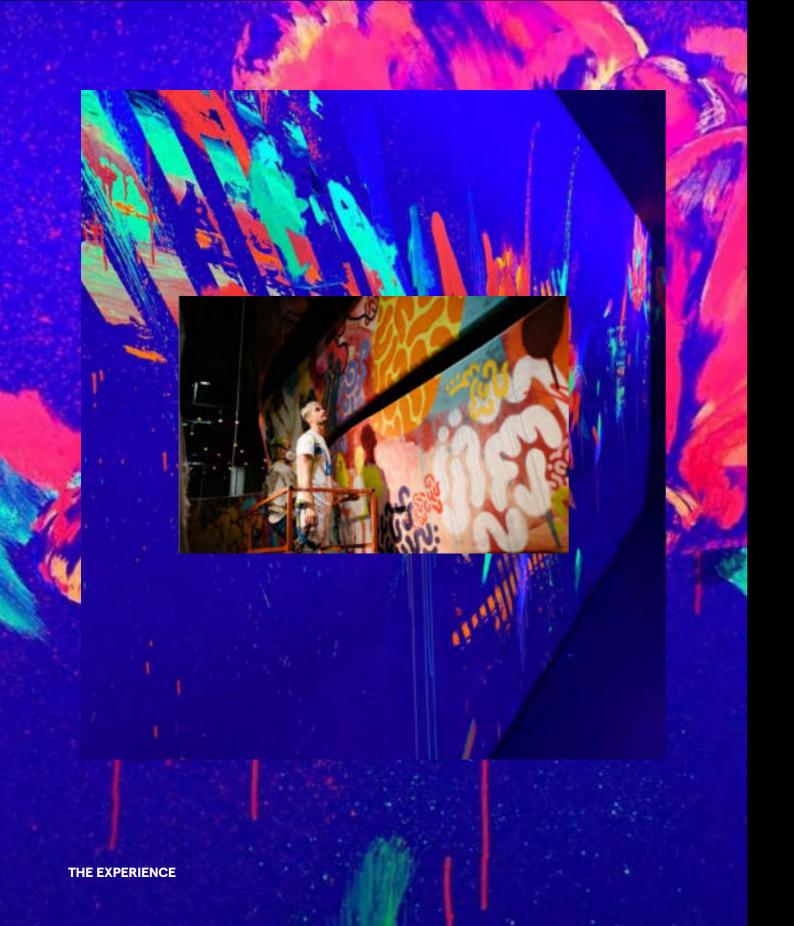


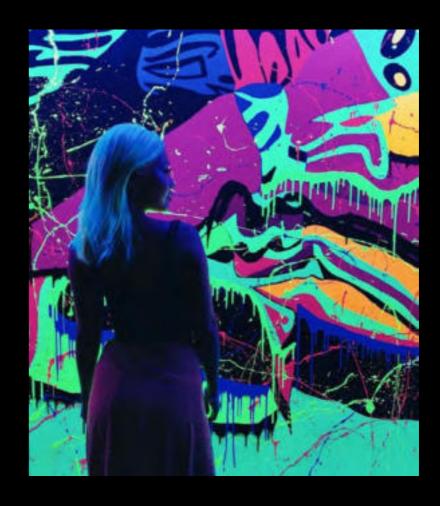


Live theatrics.
Sushi and Sashimi making.
Fire pit and flaming on our Robata Grill. Expertly mixed cocktails. At table interaction on various dishes.









Bespoke urban design. Feature walls, sculptures.





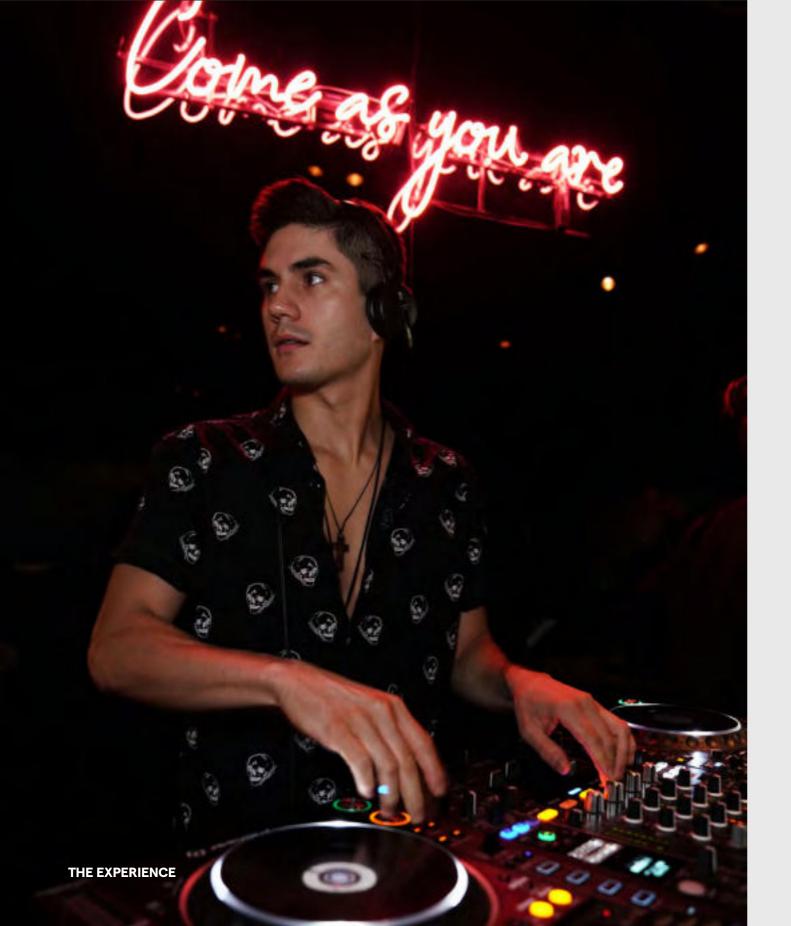






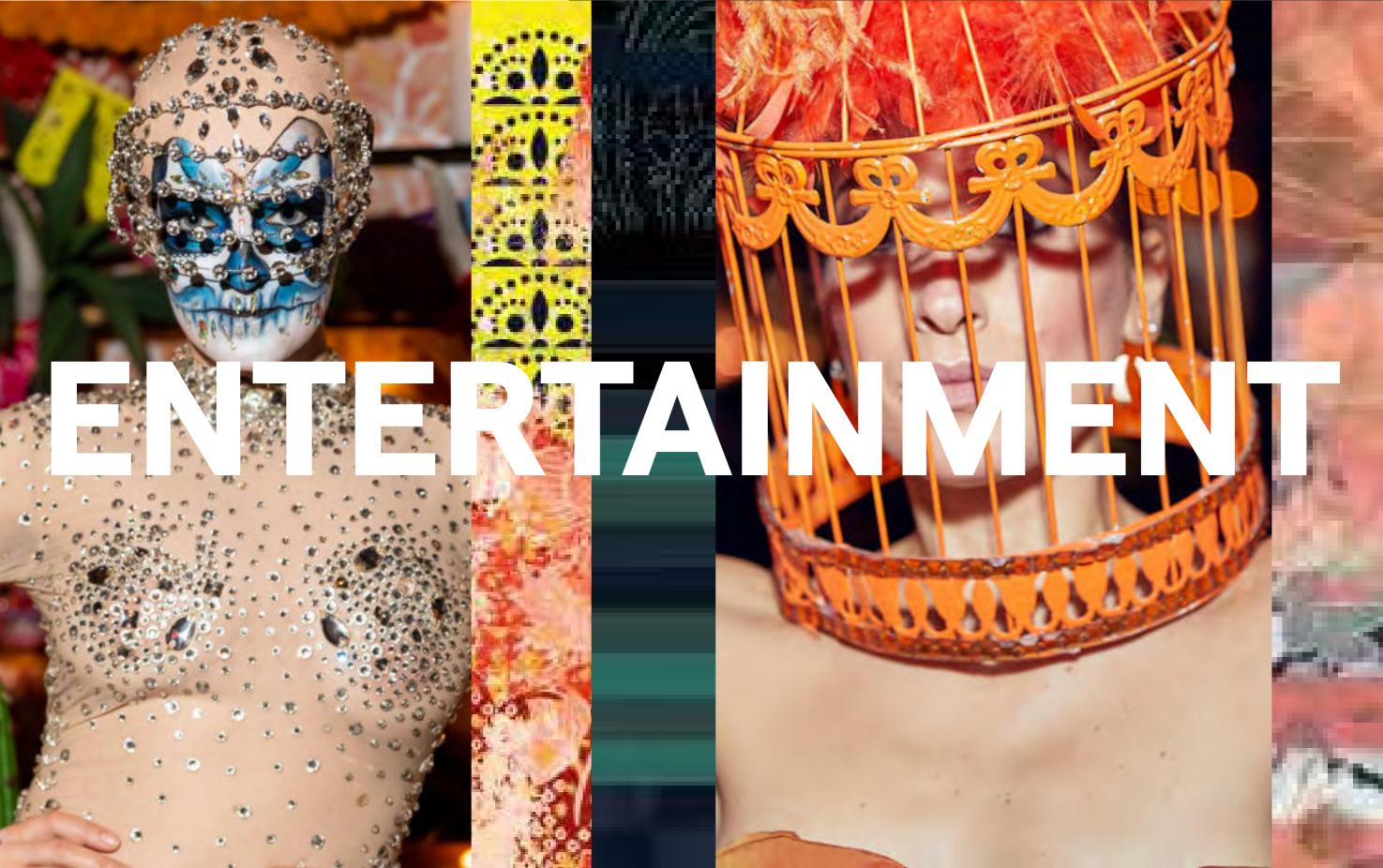






DJs.

Our live DJs play an eclectic mix of lounge, new jazz, urban beats and deep house music that is played to create a chilled vibe in the day and turned up as it crescendos through the night, creating an electric energy and curating a great atmosphere and great times.











EEG.

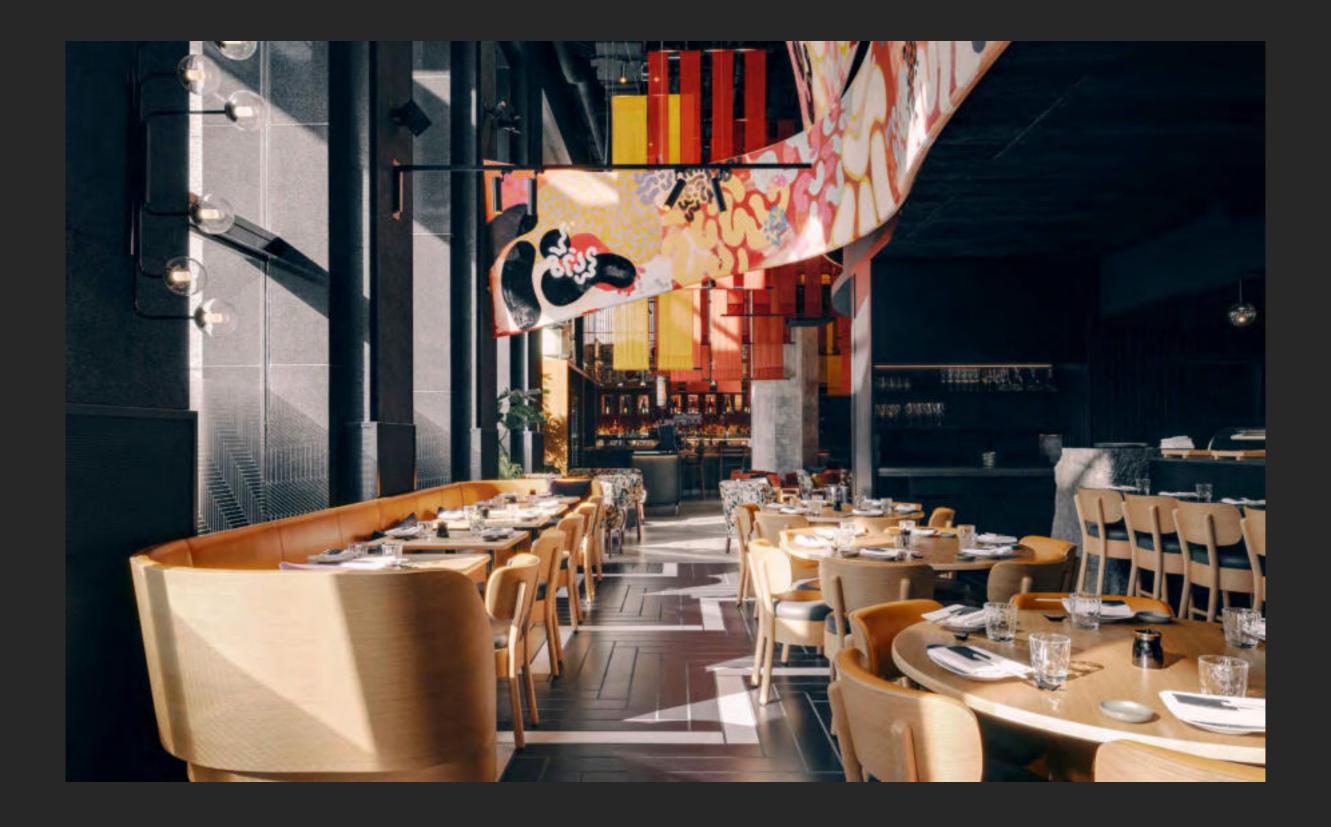
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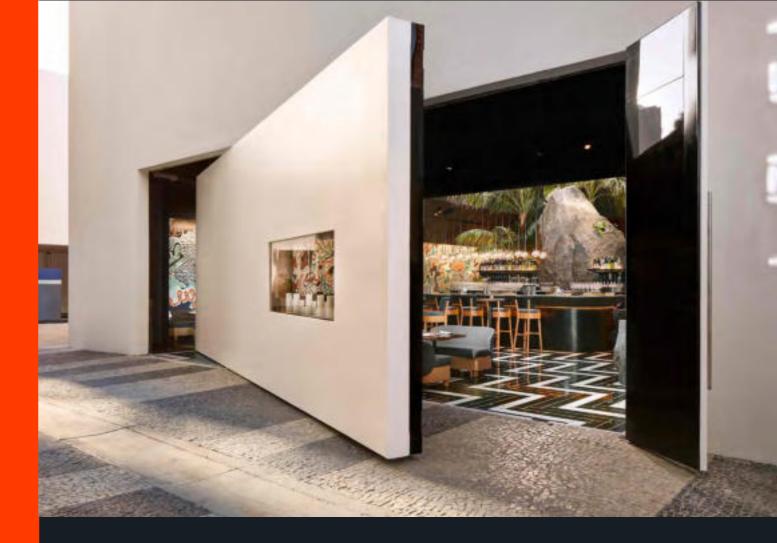








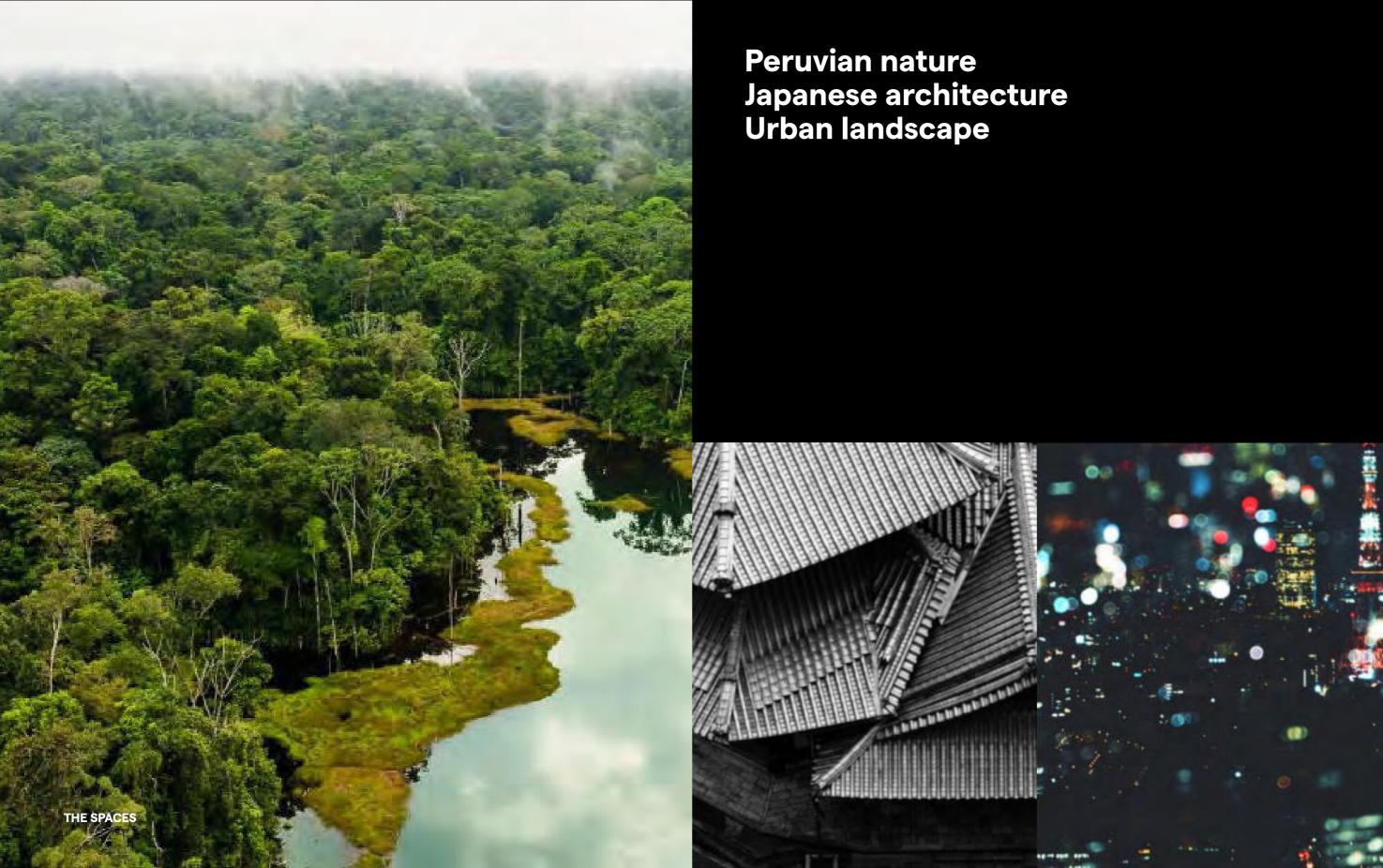






THE RESTAU-RANTS

Situated in some of the world's most famous and fashionable locations, Chotto Matte's restaurant, bar and lounge spaces are an essential feature of the Chotto offering. Exciting, contemporary and architecturally designed, they offer a real wow factor and provide customers with an authentic and unique brand experience.



INTERIOR DESIGN INSPIRATION AND FEATURES

The interior design is inspired by the Chotto Matte brand concept, which is brought to life by the use of carefully selected artwork, materials and techniques.



LAVASTONE

Indegenous rock in southern Peru: volcanic origin. Volcanic rock is a rock formed from lava erupted from a volcano.

JAPANESE SLATES

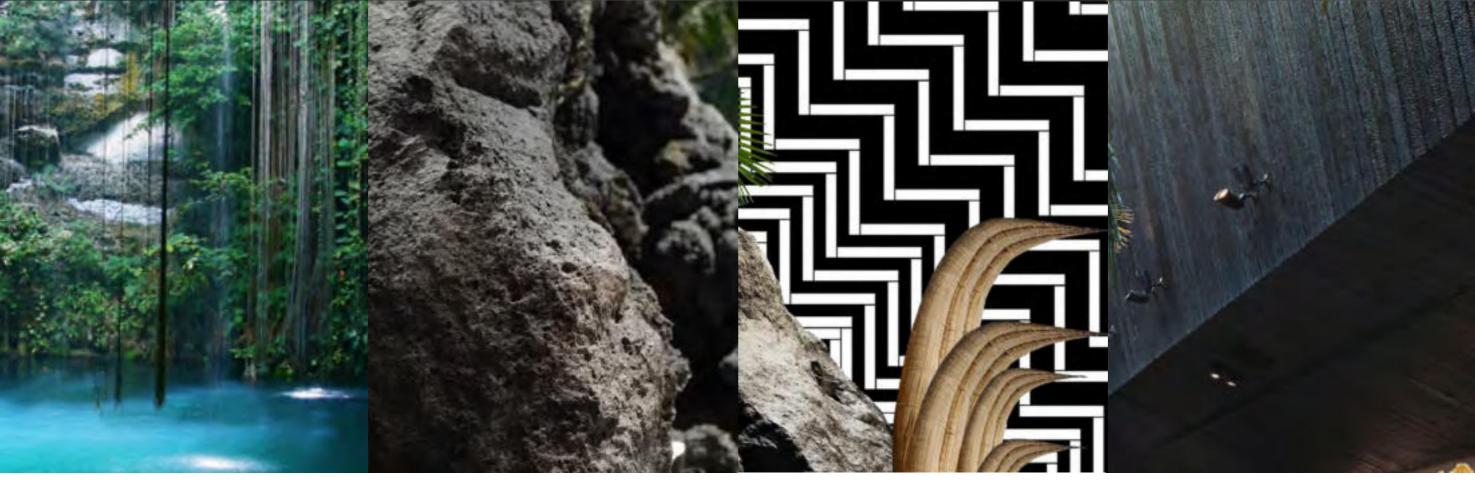
Mikado is a japanese game where players take turns, in which one stick after another should be taken up without moving or touching others.

SHOU SUGI BAN

Technique based on treating cedar to make it waterproof, originated in Japan in the 18th century. Involves charring a wood surface to render it black.

ARTWORK

Visual art forms arising in urban areas, being inspired by urban architecture or present urban lifestyle.



LANDSCAPE

The Peruvian Amazon jungle is one of the most biologically diverse areas on Earth.

SCULPTURAL

Textural - Visually complex - Organic.

FLOOR PATTERN

Graphic - Movement.

TEXTURED PATTERNS

History – Mystery – Texture.



Soho - London

Lounge: 57 Covers Cocktail Bar: 55 Covers Terrace: 16 Covers Dining: 130 Covers Sushi Bar: 10 Covers

Chotto Matte London is housed in a striking 1960s modernist building on Frith Street in the heart of Soho. There is 450 sqm of internal dining space, lounge and bar area, intersected by a dramatic spiral staircase, and with additional outdoor seating on Frith Street.

As Chotto's premier restaurant, Soho is designed to be a highly individual space. The brief was to create a space that is at once sophisticated with an 'underground' edgy feel to appeal to a young and trendy audience.

There is a dramatic sense of layering within the interior space – perfectly visualised through the graphic wall panels, unique Japanese graffiti interventions and artistic signals throughout. The creative team stayed clear of obvious visual references. Instead, there is a sense of intrigue with street art sitting behind bespoke cast glass wall panels, natural lavastone elements glow with colour, and the dining table's thermochromic paint hides the manga illustrations.



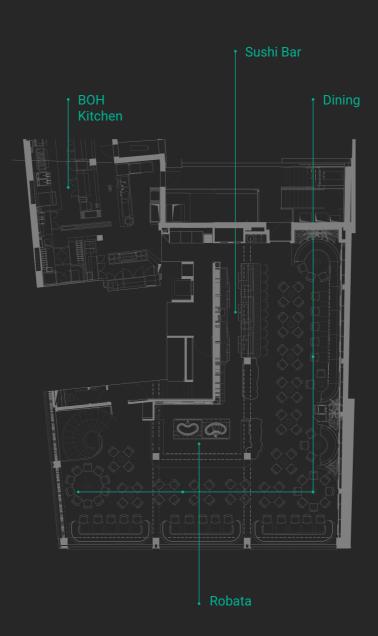












Ground Floor First Floor

Soho – London Floor Plans

Ground Floor Lounge: 57 Covers Cocktail Bar: 55 Covers Terrace: 16 Covers

• Lounge: 62sqm

• Cocktail Bar: 63sqm

Terrace: 13sqm

First Floor

Dining: 130 Covers Sushi Bar: 10 Covers

• Dining: 138sqm

• Sushi Bar: 7sqm

• BOH/Kitchen: 120sqm

Total: 268 Covers









Soho – London Claude's Floor Plan

Lounge: 20 Covers Cocktail Bar: 4 Covers





Marylebone - London

Dining: 59 Covers Cocktial Bar: 36 Covers Terrace: 30 Covers

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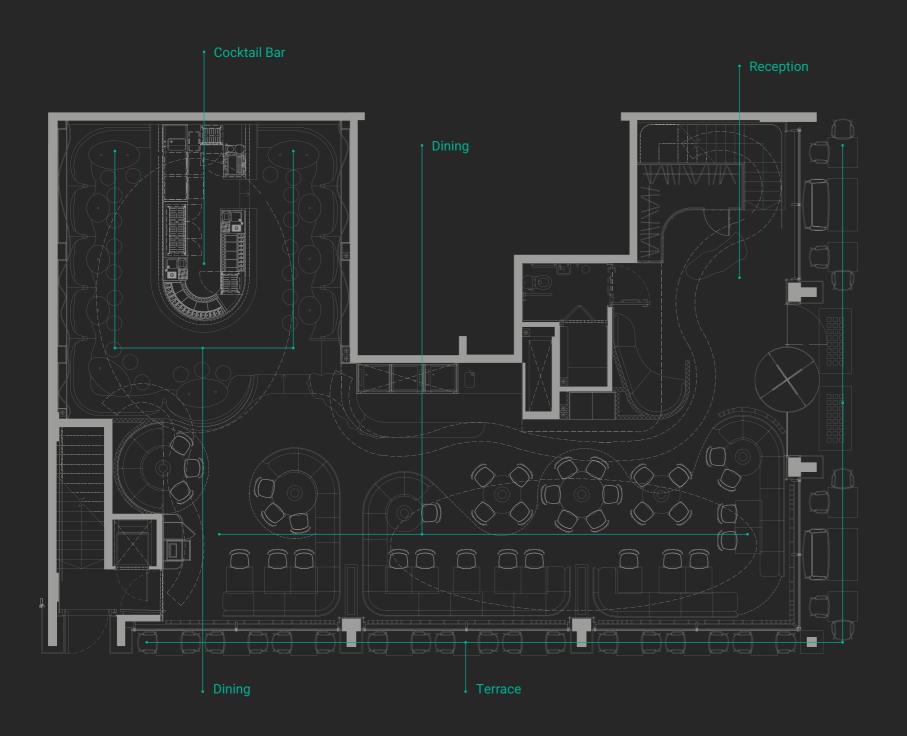
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Marylebone – London Floor Plans

Restaurant
Dining: 50 Covers

Cocktail Bar: 36 Covers Terrace: 30 Covers

Dining: 93sqm

• Cocktail Bar: 55sqm

Entry/Reception: 23sqm

Terrace: 35sqm



South Beach - Miami

Restaurant: 168 Covers Lounge: 60 Covers

Chotto Matte Miami is housed in an unusual building in South Beach, with the location largely dictating the unique design approach. At the heart of the restaurant is the semienclosed, windowless courtyard with its vast roof opening that floods light.

The feeling of connecting to the sky is enhanced through the expansive floating ceiling – its form inspired by an abstracted Japanese roof style known as Irimoya and made with traditionally crafted Japanese burnt timber. The opening is encircled with a rich 'Peruvian jungle' which falls through the void, inviting nature into the urban environment.

Inside, natural stone, carbon steel, tinted glass, and dark stained timber make up the materials palette. In response to Miami's abundant sunshine, the dominating colours here are dark and moody. The Chotto Matte dynamic art interventions involve an expansive mural that wraps the space on the two sides, while the dark tinted glass on adjacent and opposite walls form reflections, scaling of the space to visually intrigue diners for an element of surprise.











Southbeach - Miami Floor Plans

Restaurant: 168 Covers Lounge: 60 Covers

The location was the dominating factor in the evolution of the brand and design for Miami. The majority of the space is within a semi-enclosed courtyard. The roof opening forms a Japanese inspired funnel to the sky that has been adorned with a thick Peruvian jungle falling down through the opening. Here the grunge of the graffiti is subservient to fine art interventions.

• Dining: 175sqm

• Lounge: 40sqm

• Entry/Reception: 22sqm

• Robata: 47sqm

• Sushi Bar: 34sqm

• Cocktail Bar: 40sqm

• BOH/Kitchen: 122sqm



Union Station - Toronto

Restaurant: 209 Covers Terrace: 170 Covers

Chotto Matte Toronto is housed in an imposing corporate building in Union Station. The exaggerated glazed facade offered the design team the opportunity to create a visual experience from street level.

Building a stage to reflect the Chotto
Matte brand, the design involves three 80
metre-long longitudinal ribbons, weaving
throughout and dividing the voluminous
space. The concept is an abstract
reinterpretation of the formations at the
Inca site at Moray in Peru, where lineal steps
weave through the sacred valley. The ribbons
have become the canvas for a new graffiti
for Toronto.

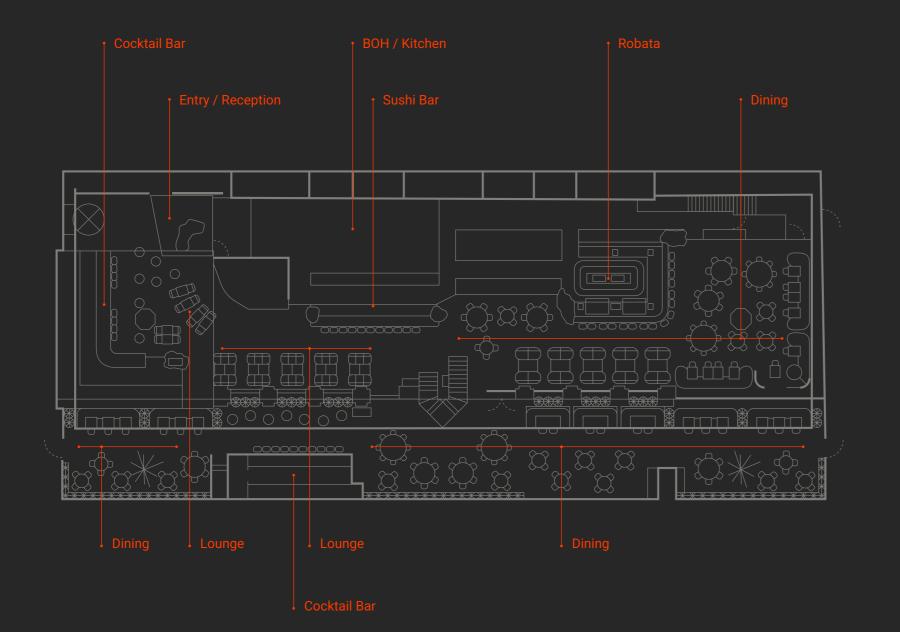
Inside, the use of natural lavastone, carbon steel, tinted glass, and dark stained timber make up the limited materials palette. In direct response to the light-filled space, the dominating colours here are dark and moody. Finally, the dynamic interventions of colour and artwork involve an expansive mural that wraps the space on two sides, whilst the use of dark tinted glass on adjacent and opposite walls creates reflections and scaling of the space to intrigue diners.











Toronto Floor Plans

Restaurant: 169 Covers Lounge: 40 Covers Terrace: 120 Covers

Toronto represented the first Chotto Matte space facing a glass façade with very high ceilings

The volume was embraced by one of the brand icons, the graffiti. This finish was translated into an object that scrolls around the restaurant territory highlighting the power of the space.

Dining: 228sqmLounge: 72sqm

Entry/Reception: 26sqm

Robata: 32sqm
Sushi Bar: 28sqm
Cocktail Bar: 37sqm
BOH/Kitchen: 140sqm

• Terrace: 293sqm



The Pearl-Qatar' island - Doha

Restaurant: 160 Covers Terrace: 90 Covers Bar seated: 58 covers Bar standing 50 covers

Chotto Matte Doha is set within a five-star hotel and residential development and is one of the nine restaurants on 'The Pearl-Qatar' island. The spectacular scale of the site sees seven metre ceiling heights and a sea of columns to evoke the feel of the Peruvian forest. In the spirit of the Chotto brand's commitment to location, environment and culture, the Doha concept is of a concrete forest.

The main structure is made of packed reed, the material used commonly in Peru for making small boats and for constructing shelters and traditional housing in the Middle East. The organically formed abstract vines and plants twist and grow around the columns to soften the brutalist form and add a warmer tone to the Chotto palette so as to blend with the surrounding Qatar desert. Likewise, the furniture layout is loose and organic - meandering around the space, then rising to upper and lower levels like a forest. Here lavastone floats within the space, while the graphic slatted floor connects the zones and the refined, colourful and elegant graffiti on the carpet.

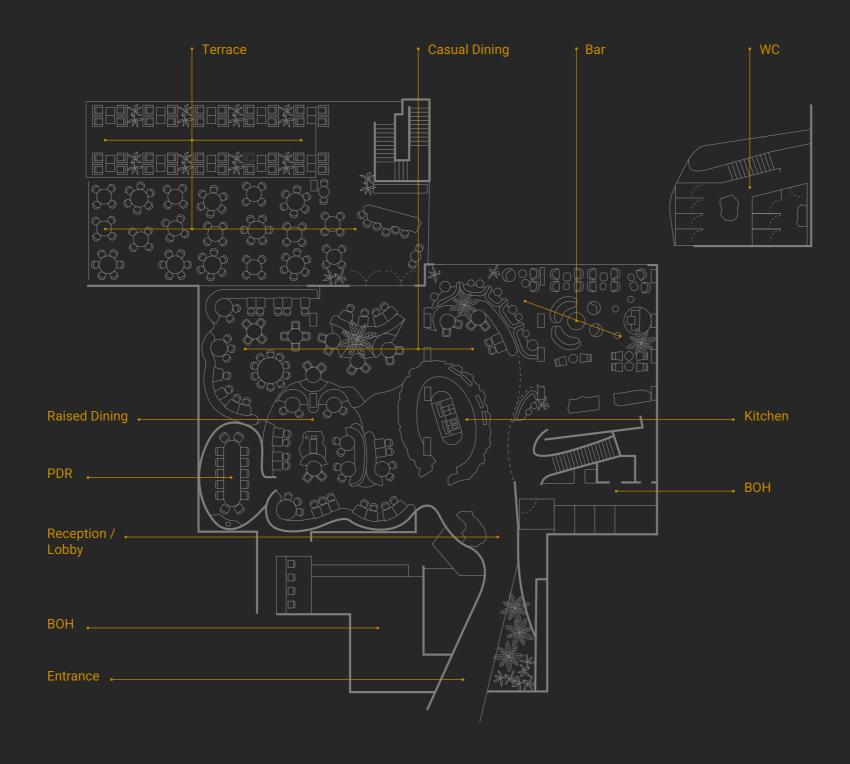
The combination of natural and manufactured materials, of bold colour and black and white textures form an exciting visually dynamic and a calming space to socialise and enjoy a meal.











Doha Floor Plans

Restaurant: Internally 160 Covers Terrace: 90 Covers

Bar: Seated 58 covers Standing 50 covers

The entrance into the restaurant explores a combination of iconic vegetation from the Peruvian Jungle with the powerful lighting of the Japanese Metropolis. The prominent theme of the graffiti is reworked into the ceiling with a perforated metal overlay, offering an abstract vision of the artwork. Different levels facilitate the enjoyment of the restaurant from different points of view. The Private Dining room explores the introduction of a secondary volume into the space.

• Casual Dining: 350sqm

Bar: 133sqm

• Theatrical Kitchen: 45sqm

PDR: 37sqmEntry: 46sqm

Reception: 25sqm

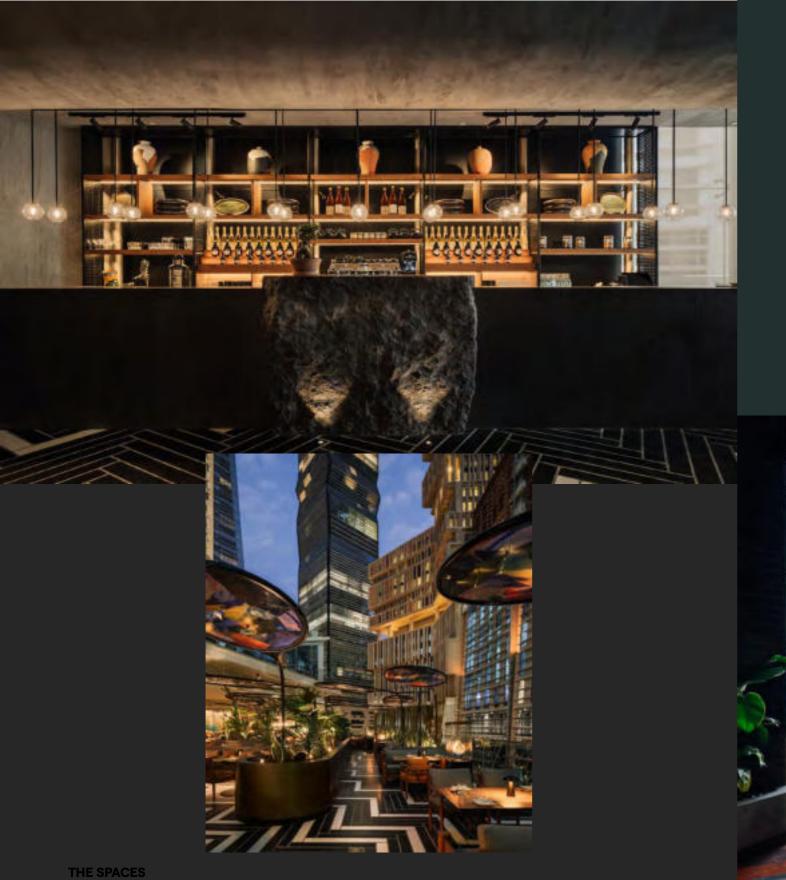
WC: 63sqmBOH: 201sqm



Riyadh

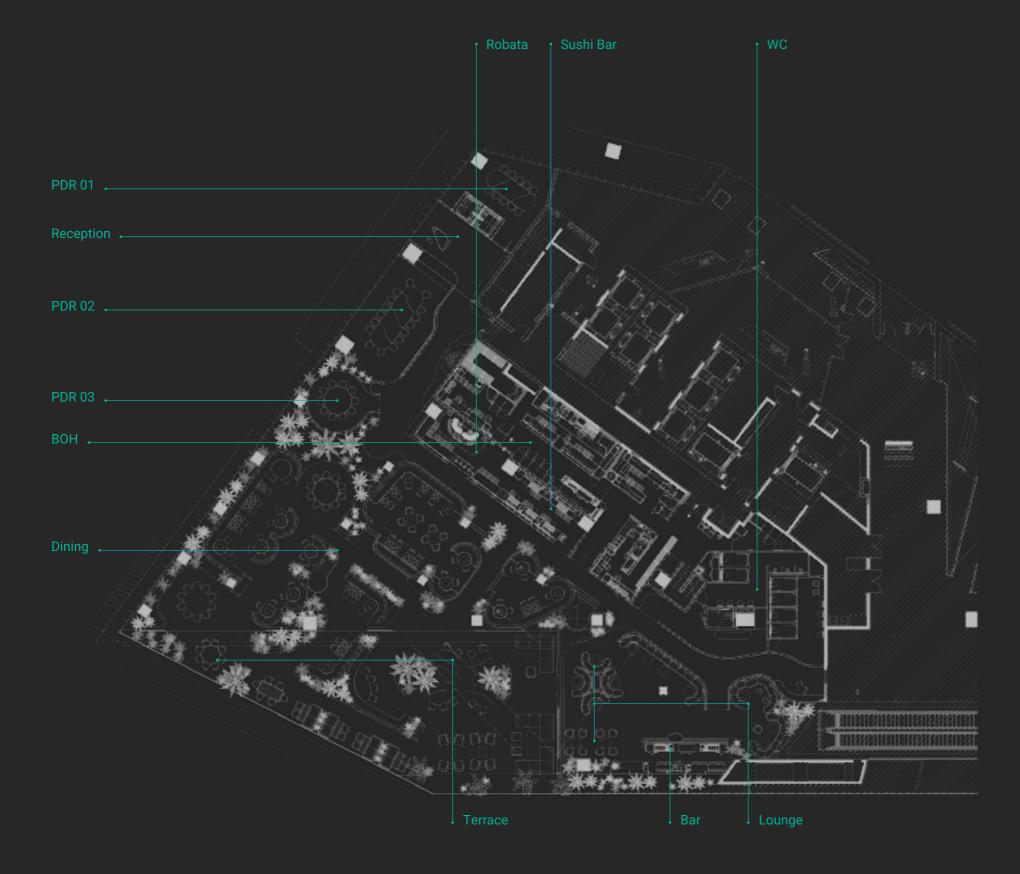
Internally: 211 Covers Terrace: 133 Covers

KAFD overall design was inspired by an aerial view of reflecting diamonds in the desert. This story line inspired the proposed interiors, where the aim of the suspended decorative ceiling is to reflect the signature of Chotto Matte icons creating an immersive experience.









Riyadh Floor Plans

Restaurant Internally: 211 Covers Terrace: 133 Covers

Bar

Seated: 7 covers

The entrance into the restaurant explores a combination of iconic vegetation from the Peruvian Jungle with the powerful lighting of the Japanese Metropolis. The prominent theme of the graffiti is reworked into the ceiling with a perforated metal overlay, offering an abstract vision of the artwork. Different levels facilitate the enjoyment of the restaurant from different points of view. The Private Dining room explores the introduction of a secondary volume into the space.



San Francisco

Central Dining: 72 Covers Lower Dining: 62 Covers Raised Dining: 30 Covers Sushi Bar: 10 Covers

Bar: 7 Covers

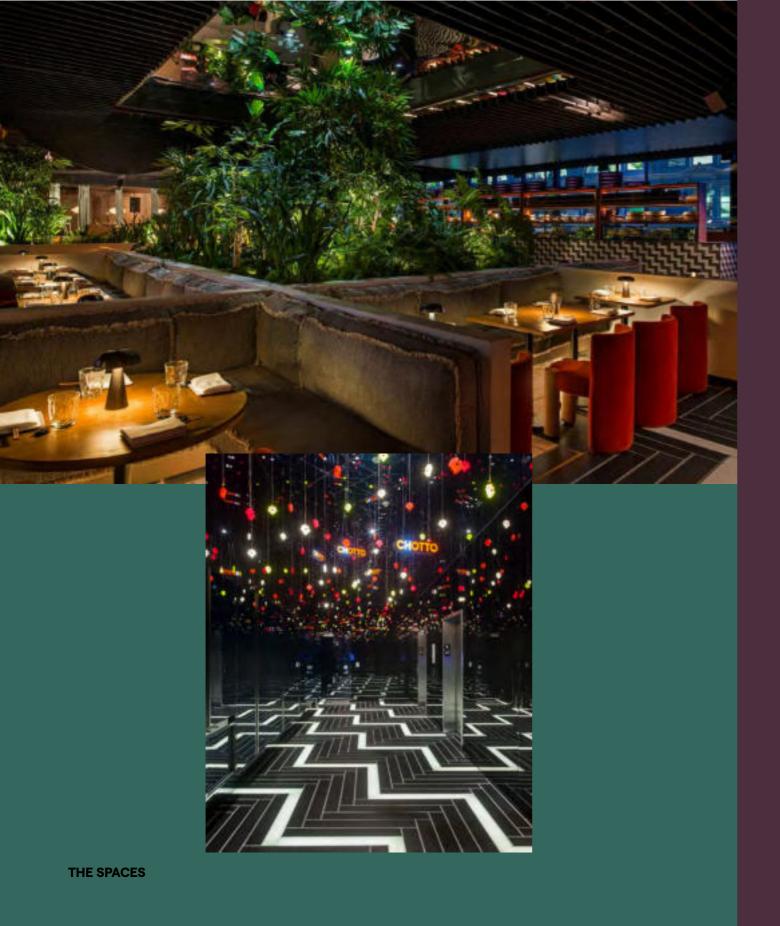
Raised Lounge: 30 Covers

PDR: 18 Covers
Terrace: 113 Covers

Located next to the animated yet opulent Union Square, Chotto Matte is set to land in downtown San Francisco in late 2023.

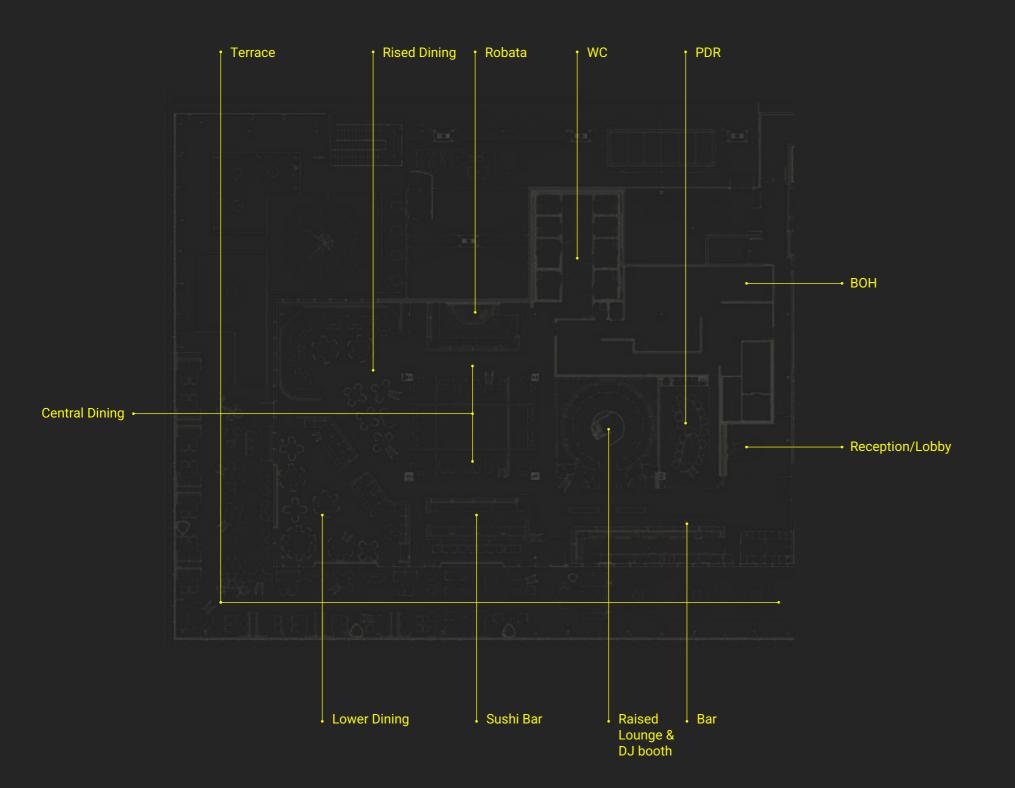
Indoor meets outdoor dining with a merged internal patio design where guests can enjoy stunning panoramic views of the city, all year round.

Expect attractive theatrics with the robata grill taking centre stage at front of house. An open sushi counter, charming wine display and elevated dj booth also provide an immersive and entertaining experience with something to discover wherever you look.









San Francisco Floor Plans

Restaurant

Central Dining: 72 Covers Lower Dining: 62 Covers Raised Dining: 30 Covers Sushi Bar: 10 Covers

Bar: 7 Covers

Raised Lounge: 30 Covers

PDR: 18 Covers Terrace: 113 Covers

- Central Dining: 123sqm
- Lower Dining: 88sqm
- Raised Dining: 61sqm
- Sushi Bar: 40sqm
- Bar: 52sqm
- Raised Lounge: 71sqm
- PDR: 39sqm
- Terrace: 230sqm
- Reception: 27sqm
- BOH: 133sqm
- WC: 69sqm



Manchester

Terra: 138 Covers Claude's: 82 Covers Matsu 1: 48 Covers Matsu 2: 26 Covers Olla: 10 Covers Hikari: 14 Covers Eiko: 12 Covers Tumi: 10 Covers

The site heritage inspired a polygonal layout activated by a strong music driven personality.

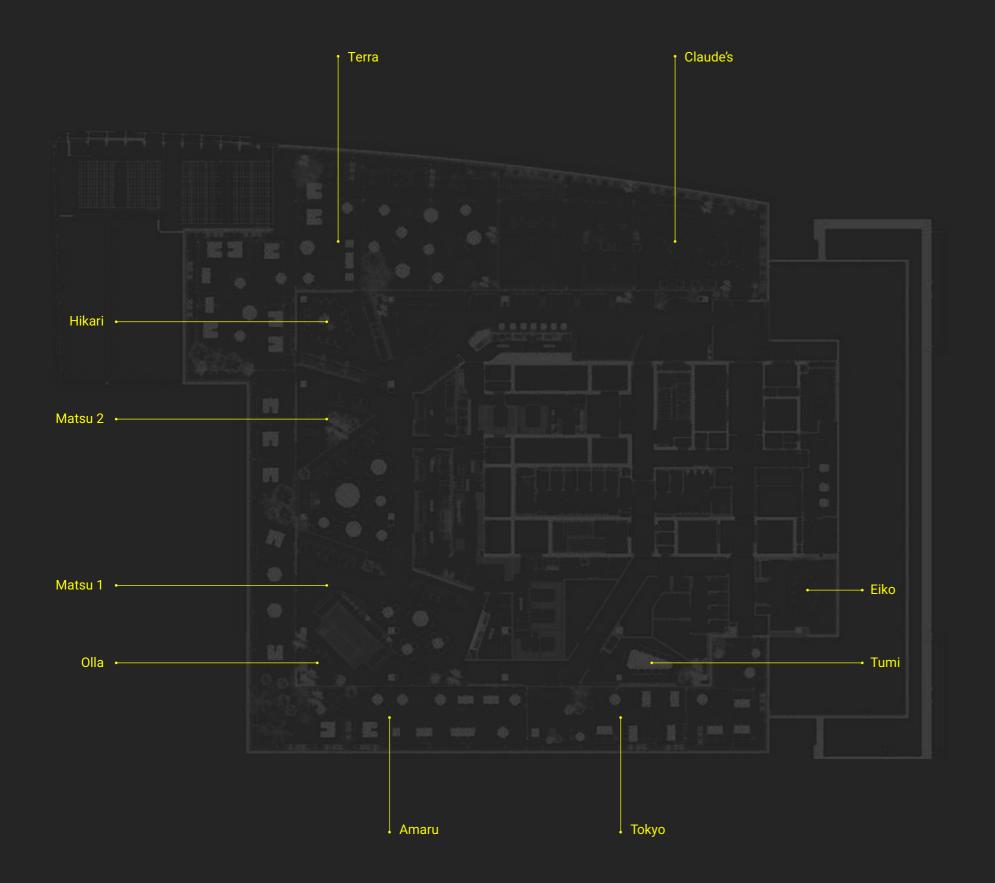
This Chotto embraces a powerful individual illumination, motivated by typical night life venues.











Manchester Floor Plans

Restaurant

Terra: 138 Covers Claude's: 82 Covers Matsu 1: 48 Covers Matsu 2: 26 Covers Olla: 10 Covers Hikari: 14 Covers

Eiko: 12 Covers Tumi: 10 Covers



Chotto Matte is also fully transferable as a seasonal venue for beach or ski resorts Our latest examples of this is our Pop Up venture in St Tropez:

In a small garden designed by the famous Madison Cox, guests will discover Chotto Matte St Tropez an exciting restaurant new to France but known to London, Miami and Toronto. Internationally this vibrant brand offers a bold and authentic taste of Nikkei cuisine, an evolution of Japanese-Peruvian fare, where each dish and pairing plays on a multitude of colours and flavours that merge into one of the world's most intriguing cuisines.

Chotto Matte St Tropez, located at EPI 1959 offers an adaptation of the brand that will focus on Sushi, Sashimi and luxury seafood options, extensive sharing menus and masterfully curated cocktails that are available in the restaurant, as well as by the beach or poolside. EPI 1959 is once again choosing excellence combined with a touch of clean originality. An authentic appetising experience in keeping with the spirit of the hotel.







Chotto Matte has also been developed into a beach concept, serving the full Chotto menu all day from breakfast to dinner. There will be a menu specifically designed for beach dining from your cabana or sun lounger. With all amenities today's modern tourist or local has come to expect, Chotto offers sun beds, umbrellas and towels as well as a lounge bar complete with a menu of snacks and drinks.





Restaurant site requirements

Chotto matte restaurants require specific locations with criteria that meet the needs set out here:

The site must have high footfall. A high density of working people 'based' locally, i.e. offices, universities and colleges. It is also good to have a strong residential population as this would enhance the weekend trade. Provision for signage on the exterior of the building. Non-listed buildings. Accessible transport options, nearby parking spaces and a drop off point. 1 or 2 floors of trading space. Chotto Matte will also consider taking more than two floors, where the additional floor is for ancillary purposes. Good service access for deliveries and refuse collection. A good ceiling height, not lower than 3.5 metres is required. Site must be able to accommodate an extract system for a large robata grill (indoor solid fuel bbg). Minimum space requirement of 6000 sqft, 8000+ sq ft preferred. Additional outside space is preferred (1000+ sqm).

MARKET POSITIONING

MARKET POSITIONING - A UNIQUE PROPOSITION

Premium, authentic and innovative Nikkei cuisine offered at an upper-mid market price point

Delicious, fresh and healthy recipes made from the best locally sourced, sustainable and environmentally considerate ingredients

Unique food, drink, sensory experience proposition that is realizing a highly profitable market opportunity

A differentiated and complex offering that connects on an emotional level

Hard to copy

SHOTTE BRAND

OUR BRAND PROPOSITION

At the heart of our brand sit our brand purpose, values, positioning and personality that help define our brand proposition, and inform our brand identity.

BRAND PURPOSE

We want to be the best Nikkei restaurant experience in the world.

As a team, we are here to bring Peruvian-Japanese Nikkei cuisine to a global audience in an exciting and modern environment, with live cooking theatrics, in a fine dining restaurant and lounge, intertwined with art, entertainment and music.

And we will do this through remaining authentic to the principles of Nikkei cuisine, delivering and maintaining exceptional food and service standards, and providing a unique and complete sensory experience.

OUR BRAND VALUES

To provide the support needed to achieve our aspirations, we have a set of values that guide our decisions and behaviour.

Balance

Distributing workloads as evenly as possible, taking on your fair share of work, ensuring your commitment to personal life is managed, putting the right amount of effort into your work and your personal life, respecting your colleagues work time and personal time.

Accountability

Being accountable for your actions, you are aware of the responsibility of your decisions, taking/giving credit for great work, taking/giving critique for improvements.

Teamwork

Combining the actions of a group, we go out of our way to make each other look good, supporting the people we work with, pulling together to solve problems, celebrating success together.

Leadership

Leading by setting a great example, demonstrating what good looks like, leading a person or group of people to success, demonstrating behaviours that people will look up to and reference.

Commitment

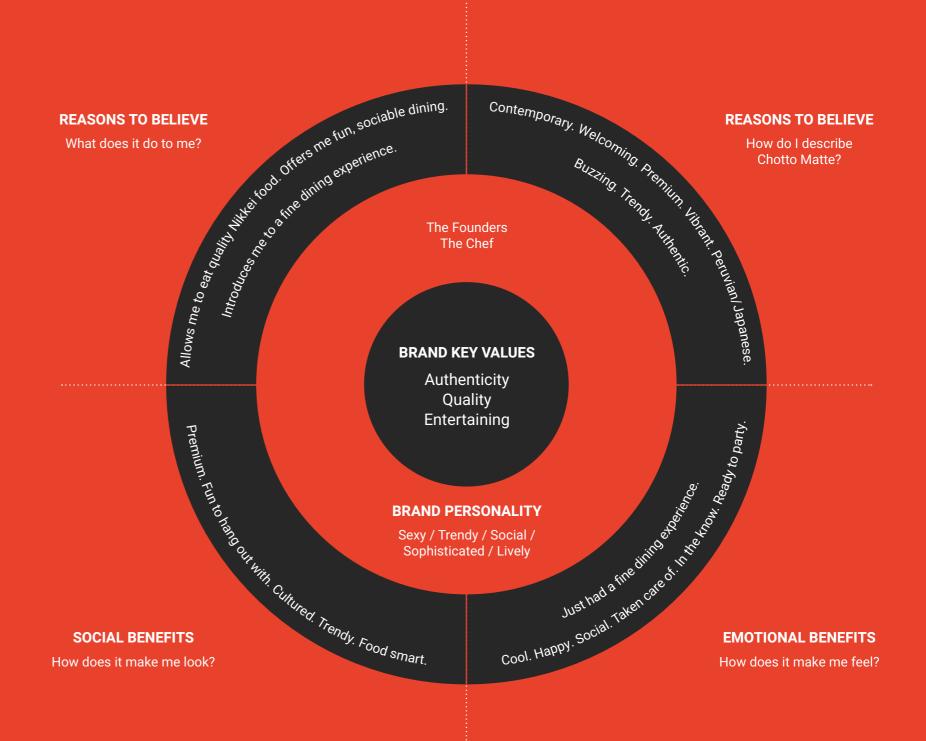
Being dedicated to your role, commitment to demonstrating your integrity, delivering on-time work, following brand guidelines, loyalty to your team.

Entrepreneurship

Having the mindset of an owner; making decisions as though it is your own business and taking care of your company, suggesting ideas to the company that will lead to a bright future, feeling empowered to make a difference, challenging the status quo and embracing change.

Brand positioning & personality

The Chotto Matte brand positioning provides a range of functional, social and emotional benefits that are unique, engaging, and hard to replicate by competitor organisations.



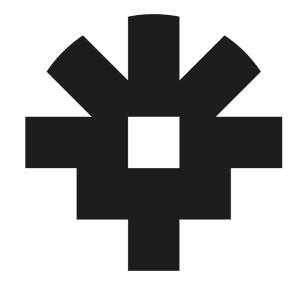
BRAND PERSONALITY

Born from our positioning we have created a personality that is;

Cosmopolitan	
Sophisticated	
Lively	
Current	
Aspirational	
Pleasure seeking	

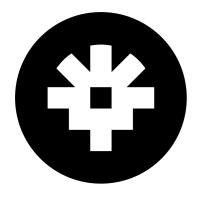


Brand Identity



CHOTTO MAITE

CHOTTO





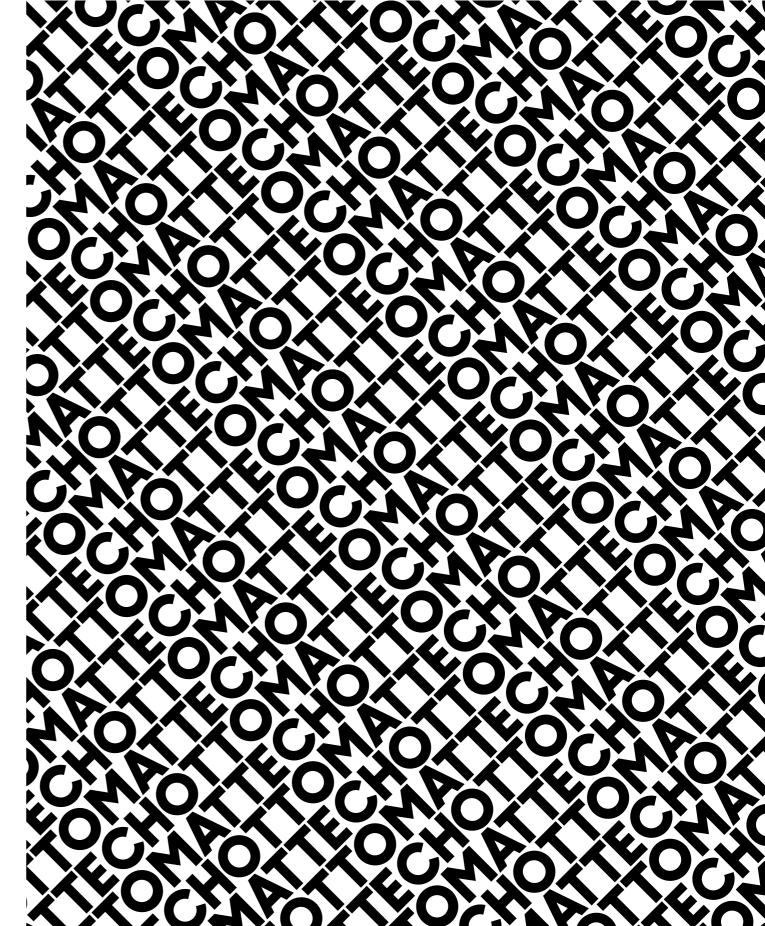


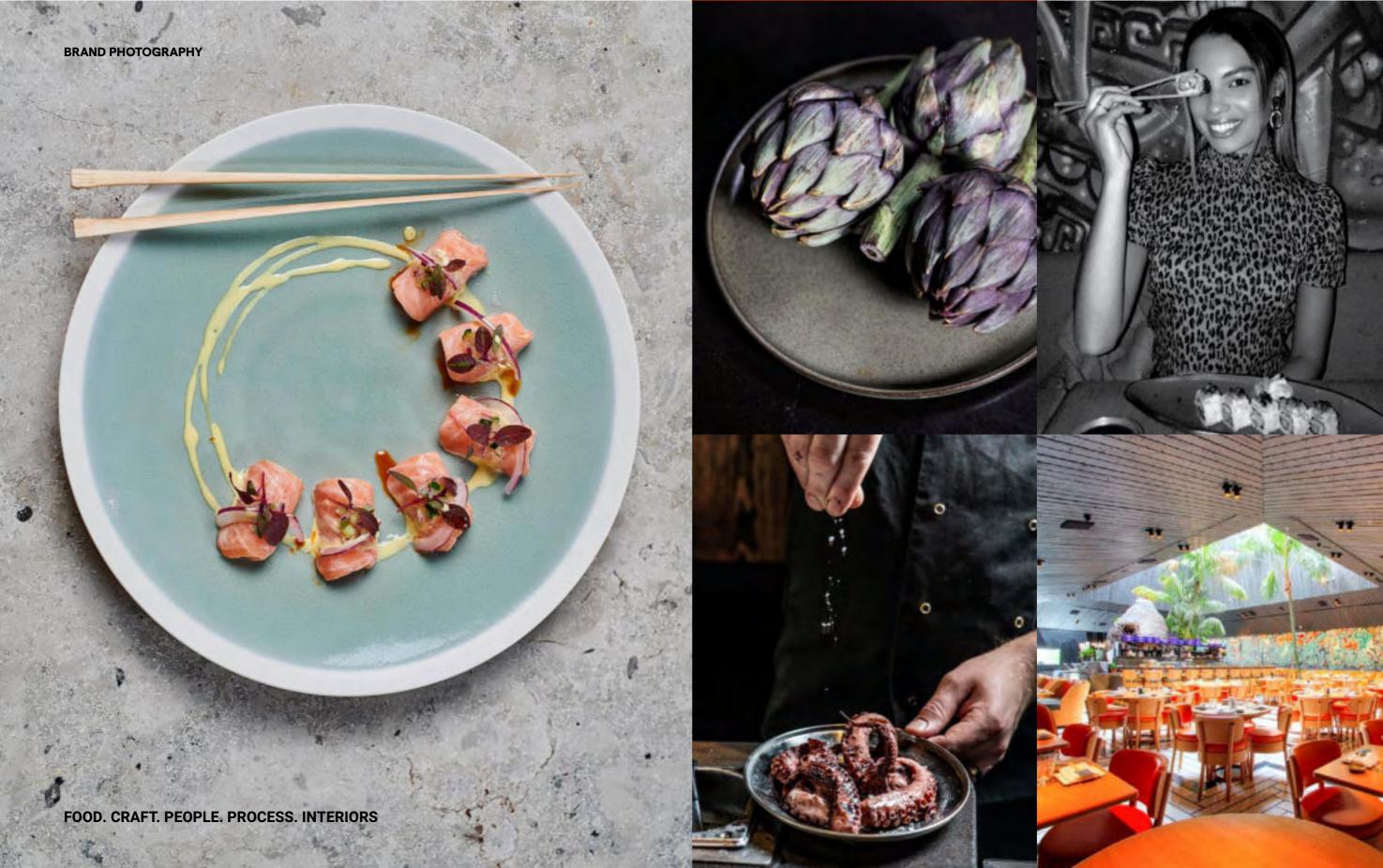












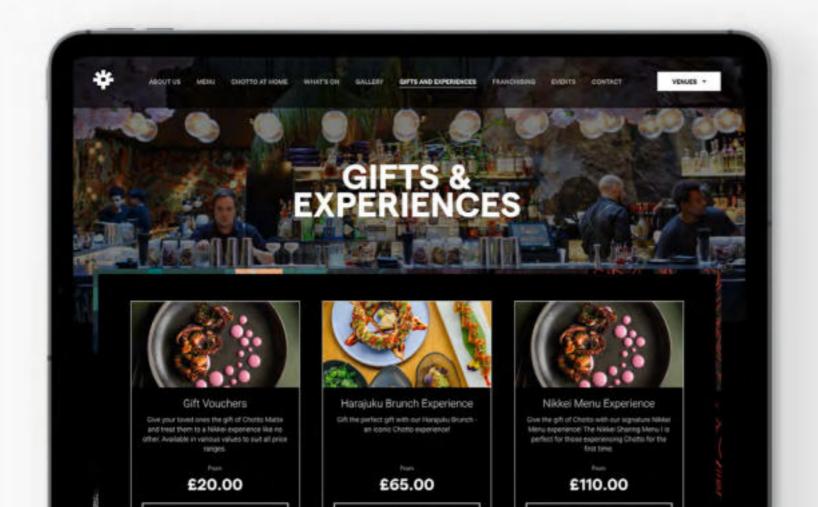
CORPORATE RESPONSIBILITY

The Chotto Matte partners reflect the brand's ethics.

We carefully select our brand partners to be reflective of who we are and what we stand for. Through strategic marketing campaigns, we raise money to support global issues such as the Amazon Rainforest Fires and work with ecological organizations like the Rainforest Trust. Our initiatives have included matching every \$1 donation added to your bill to raise money for such just causes. In January 2019 we curated a vibrant campaign to support mental health awareness, whereby £1 from every vibrant dish sold was donated to MIND charity.



CHOTTO ECOMMERCE PLATFORM





CHOTTO E-COMMERCE PLATFORM:

Delivery Offering

DIY Kits

Gifting (Gift Vouchers / Chotto Experiences)

BUSINESS CONSIDERA-TIONS

SUPPLY & SOURCING

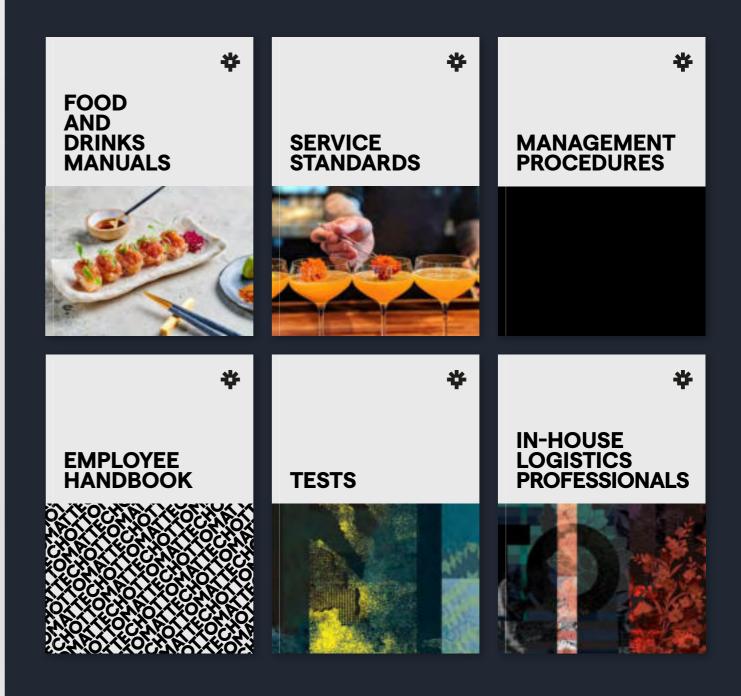
CHOTTO'S OUTSTANDING BACK OF HOUSE AND SUPPLY CHAIN SUPPORT INCLUDES;

Research & development
In-house recipe development
In-house technical support
Sourcing Asian food
Audits & negotiations
Warehouse management & logistics
In-house design
In-house purchasing team
In-house logistics professionals

Training

Comprehensive training is provided to our teams.









EATER

Miami's Eater Awards Winners 2018

It's time to announce the winners of the 2018 Eater Awards for Mismi other a week of resider's choice picks. This is the ninth time Ealer is celebrating the top talent from 24 cities around the country (and globe).

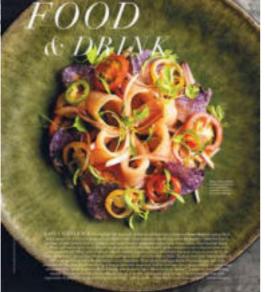
These diefs and restaurants are the cream of the prop. the thesi that best represent the unique culinary and dising culture of Miami. Thank you to averyone who voted. First out more about the editor's choice winners, which have all received the iconic Eater tomato. can, and stay funed for upcoming features on all the winners.

Most Gorgeous Restaurant of the Year Chotto Matte



There are plenty of above/spoorry restaurants in Ulaire, but Chatte Uatte most have from all beat. This UK import, designed by Analy Martin Architects (AMA), brends the restaurant's. Tokyo wite with Majmi's tropical mystique. The 215-aeid restaurant and har features Show Sugi San vivod cellings and hanging gardens created by Raymond Jungles. A large floating. ociting, impired by an Japanese roof style known as Armova, somers year round at ficaco

dining with a fully retractable roof. Silting in the center of the space is boolder that divides the sushi bar and cockail area, while a malatice artists Marcol Hatz and Altrol Smits Claic is prominently displayed on t use of texture and reduced elements like stone, carbon steel, limited git Stroke the space makes for a modern lake on the swittlensk Nikkel e



MODERN LUXURY







The best Peruvian restaurants in Miami for when the ceviche craving hits

From ceviche and saltado to casses and sireditos, find all the freshest eats at the best Periorion restaurants in Miami

June 2019: This seafood heavy Latin cuisine continues to thrive, which means it's time for a quick update to our list of the best Peruvian restaurants in Marni. Among the new additions are two spots housed inside food halls (another growing trend in the city), itamine, a Peruvian sushi shop at iit. Rock market helmed by sibling duo Valerie and Nancto Chang, and 33 Kitchen, whose simple and elegant five-Ingredient ceviche shines at Tinte Cui Market Migrer.

You won't find any shortage of Cubin restaurants in Miami or places that serve delicious Cuhanos in Miami. What you might be surprised to know is that the cityalso abounds in Peruiran restaurants. Whether it's casual ceviche spots or trendy Nikker joints, the spate of Peruvian restaurants in Miami in quite remarkable. And the breadth of exteries only continues to grow as more options pop up across Brickell, Kendall and neighborhoods beyond. Ready to tuck into fresh ceviche. sizzling forno saltado and other Peruvian staples? We've got you covered with these picks.

Best Peruvian restaurants in Miami



Chotto Matte Miami

What is it? This bough, London export serves bandy. NAXed custing its an over-the-top space beauting real lavastone accents and a retracrable roof.

Why ge? Scenesters need to eat, too, and if you're looking for a place to wear your newest pair of red brottoms, this is: It it's a restaurant with a club vibe, so there's no need to make plans after stoner.

Eaguitte momentum

CHOTTO MATTE

Il lugar ofrece una experiencia gastronómica que introduce a la cocina Nikhel; ena mencloque refine lo mejor de la cociesa japonesa y persana, en un ambiente vibrastre y divertido.



Las raices de esta fasion rudicas en la importancia que ambas tradiciones le otorgias al pesesdo fresco, ya que el suda japones, alentado por la prinpera industria pesquera de Però, se mescla perfectamente con el creiche; el foce de mesús persanus.

Gracius of Chef. Jordan Schre, en Chotto Matte son reconsection internacionalmente per la calidad de su cocina Nides con toque contemporáneo. Obviamente sugerinos el Soshi, sashini, e aventurarse en les piutifies al estilo fishata Narbecce, y la Anticocheria-

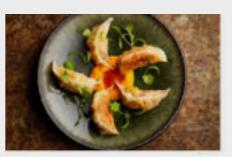
The Best Restaurants in Miami Right





ting seems that a distant invenory right about you, especially since we're: OR of "After realise reasons growing gold impact bins, yeth a sensit service gold level If "Be as we dail our making and sweat through our string bet's blink back to speareful season we know as spring, when real rights eating outside were riplemented by a small yet spectacular crop of new restaurants.

a ground reference, and of these reports howeverse, are conditioned divings reports, so if a recent to try Brind Kilgorn's more from imprired basels on Michael Minn's sareske. as you won't have to warry about there living too hot. Ditto if you won't note: have baseds, as the silty's best truck's every has an air consilidores. What alt-down pric. Those are but a few of the herr new restaurants South-Florida sow this ing plying you're whole new No of Indian things to do until October.



The Best Restaurants in Miami Right



If "So as we state our making and sweat throughout-shirts tet's trink back to peaceful season we linew as spring, when real rights eating outside were applicate that have a small set spectacular crop of new notation ents.

a good news, is, all those spots have vice, an conditioned diving rooms, so if a most be try Briad Kilgore's more free insprinted boods on Michael Mine's sareful go, you won't have to warry about there being too hot. Ditroif you won't note: have become an that offer's best truck' searches are air result from the last oft-shown. pro. These are but a line of the best new restaurants South Forsta saw this ting spleng you a whole new hit of indians things to do until October



Forbes

Chotto Matte Eyes Global Expansion, With Doha, Riyadh, San Francisco And A Second London Location In The Works



Chatto Matto, a high-rollage destination for Niklast cussion, to growing. Not just with one new large or a susped-up reservation. - new liseations in Dolia, Rivadh, Sun Francisco, and London. (the brand's second location is the city) are in the works, with properties in Washington and Manebester to Inflow. "We've also

BigHospitality

Chotto Matte to double up in London

By Joe Lutrario (2

Chem Write But 200 car Japanese namer Fine pleng Landon.

desar

keetulies bors Kort Zdosar is

Kurt Zdeser will open a second Landon Chatto Matte in Marylebone Village early next

year as part of a major expansion push for his upmarket Mikkei restaurant brand.





Restaurant



Chotto Matte Unveils Stunning Plans For First West-Coast

Elegant rooftop dining will be coming to Union Square next year.

VANITY FAIR

The A-List: The Best Culture To Catch This Week

HARAJUKU BRUNCH AT CHOTTO MATTE





If there's one thing 3019 taught us. It's that London went mud for bottomiese brunch. Let's face it, there's more talk of bottomiese brunch than there are bearded men in Sharedisch.

The Best Date Night Restaurants In London For



TO RECORD ASSESSED, CONTROL

Finding a new date right resources to Lopkin to Hicky, Souther, my head back to our and favorables knowing exactly what to expect, nerrors to make pretture pennins and and his model conserver on a new dark for fundamin a city less haven for its broads of relevés, Oser laderséphil gena le coloraque irraentes Seriendy, theori- a great place to not every ought in this city, and we've done the begweek enting out at every single care. of tigen to additions, the two all the best, you're not consi-

So, Eyers inding for a rem lists place to require a year a lawing directions over for your girn right out - bear's joint doubte grade to the best restournes to London.



Quite passing the format was resourced in German, the District Make represent an enaiting fusion of Salatonic and Particular Location. Fluor, from Black concentration The Disper out and have been 1900 that I are think, been \$ med 100 and rearring

EATER

Showstopper Chotto Matte Puts Tokyo-Meets-Miami Design on Full Display

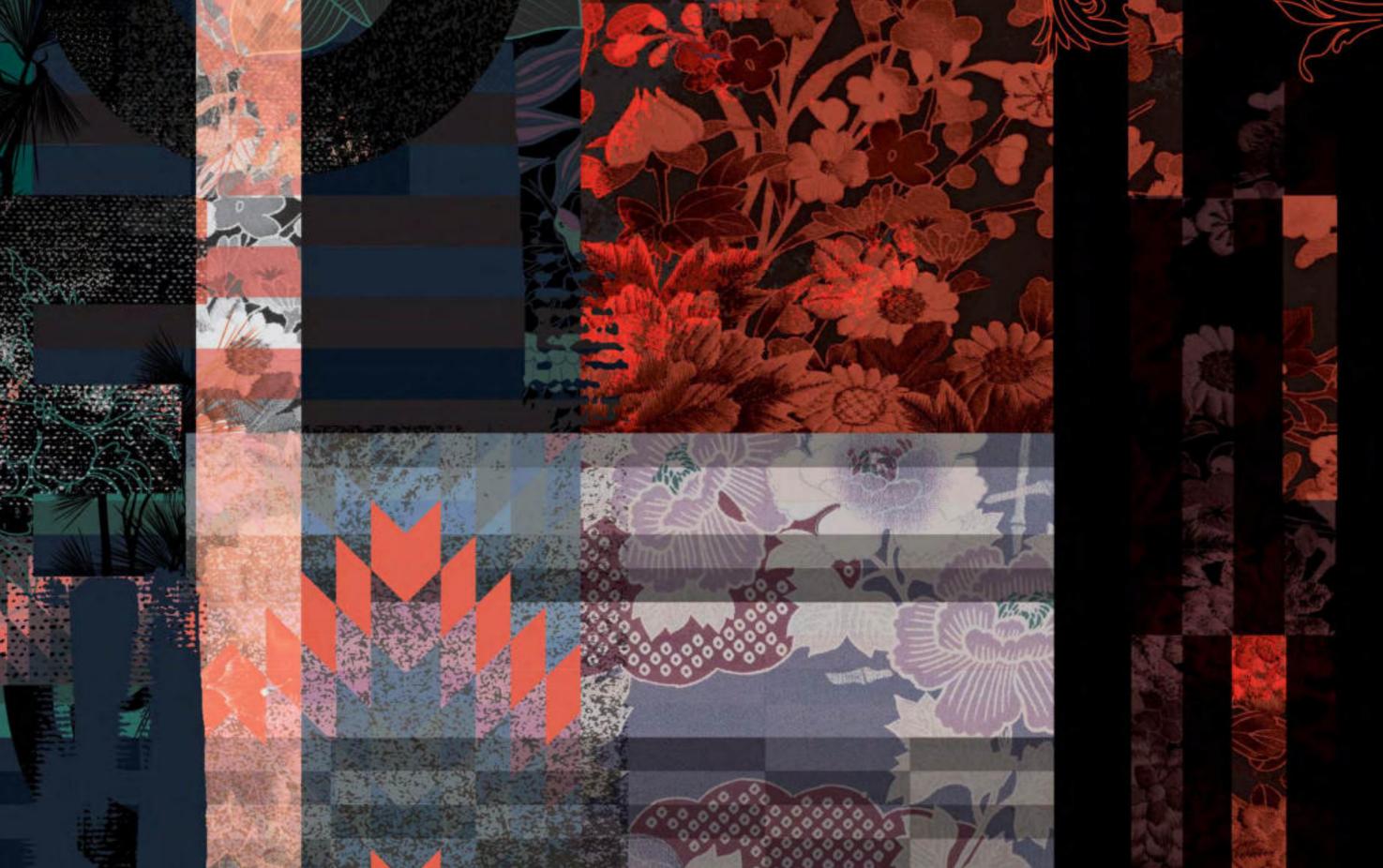
A retractable roof, \$5,000 pound volcanic boulder, and bright murals are some of the enemorable toucker

Section 5. Section 11 Section 11



edostrians may misconstrue the long, white revenue in the numer alleyway just off Lenos Aronne as a standard wall and walk right by - but that would be a mistaka. As what lies behind it is Chorto Matte, a high-ord restaurant specializing in Japanese and Perevian fusion Nobbei caisine, with a design that makes it a description worth tocking out

See so the hours of Mismi Breach, the 12th-sear coursy operation April 2448 to the Sear US, respect of the Tomber regard, founded by vecuration Ken Zdou and the SZR group. Beyond the regard of realizional dishocilita tha bert selling Milleri sorbinii, thintep and profe gross and your distuplings. Cleans Marke to wantereddly first to ontopic deepps, set to ontaine a play between Tokyo's orbest first and Market.





CHOTTO-MATTE.COM