

CHOTTO
MATTE

CHOTTO MATTE CONCEPT

The background is a complex collage of various patterns and textures. It features a mix of dark tones (black, dark blue, dark green) and vibrant colors (orange, red, teal). The patterns include floral motifs, geometric shapes, and abstract designs. The overall aesthetic is modern and artistic, with a focus on texture and color contrast.

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 close-up photograph of a chef's hands garnishing a dish. The chef is wearing a dark, double-breasted jacket with visible buttons. The dish is a stack of seared meat, topped with orange slices and garnished with fresh green herbs. The chef is sprinkling more herbs onto the dish. The background is dark and out of focus, showing a blurred figure of another person.

“CHOTTO MATTE IS A HYBRID OF SOPHISTICATION BUT ALSO SLIGHTLY ‘UNDERGROUND’ THAT GIVES A YOUNGER MARKET ACCESS TO A PREMIUM QUALITY DINING PRODUCT THAT IS BOTH ACCESSIBLE AND ASPIRATIONAL.”

Kurt Zdesar – Founder

A UNIQUE CONSUMER PROPOSITION

Premium, authentic and innovative Nikkei cuisine offered at an upper-mid 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 GREAT BUSINESS PROPOSITION

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

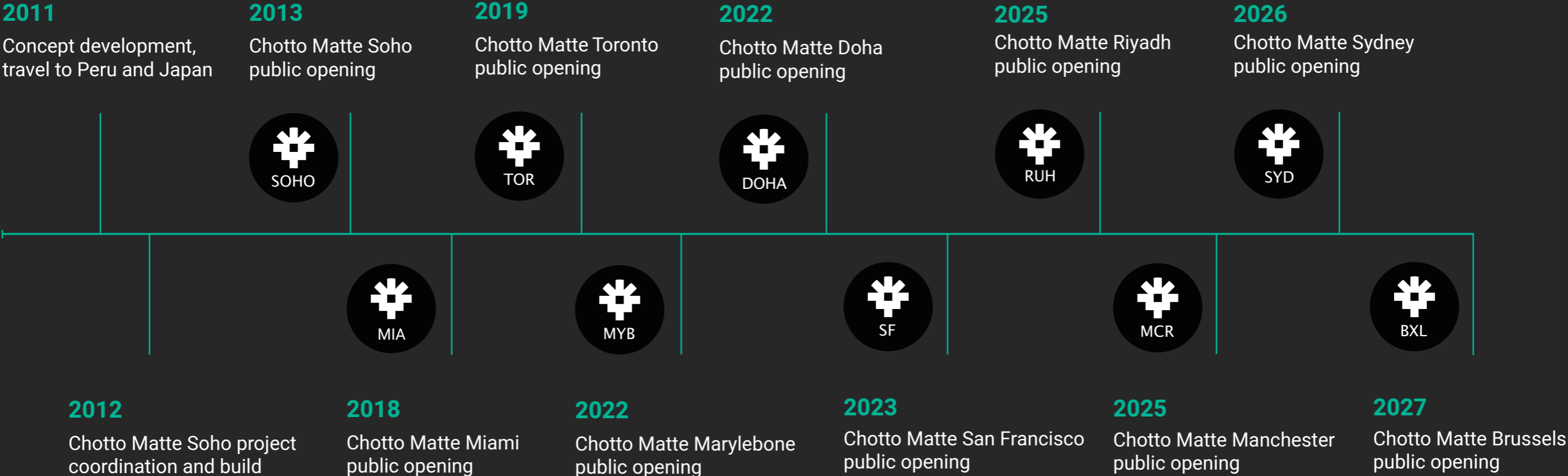
GROUP DIRECTOR

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, Doha, Riyadh and Manchester



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

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

THE CUSTOMER

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

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



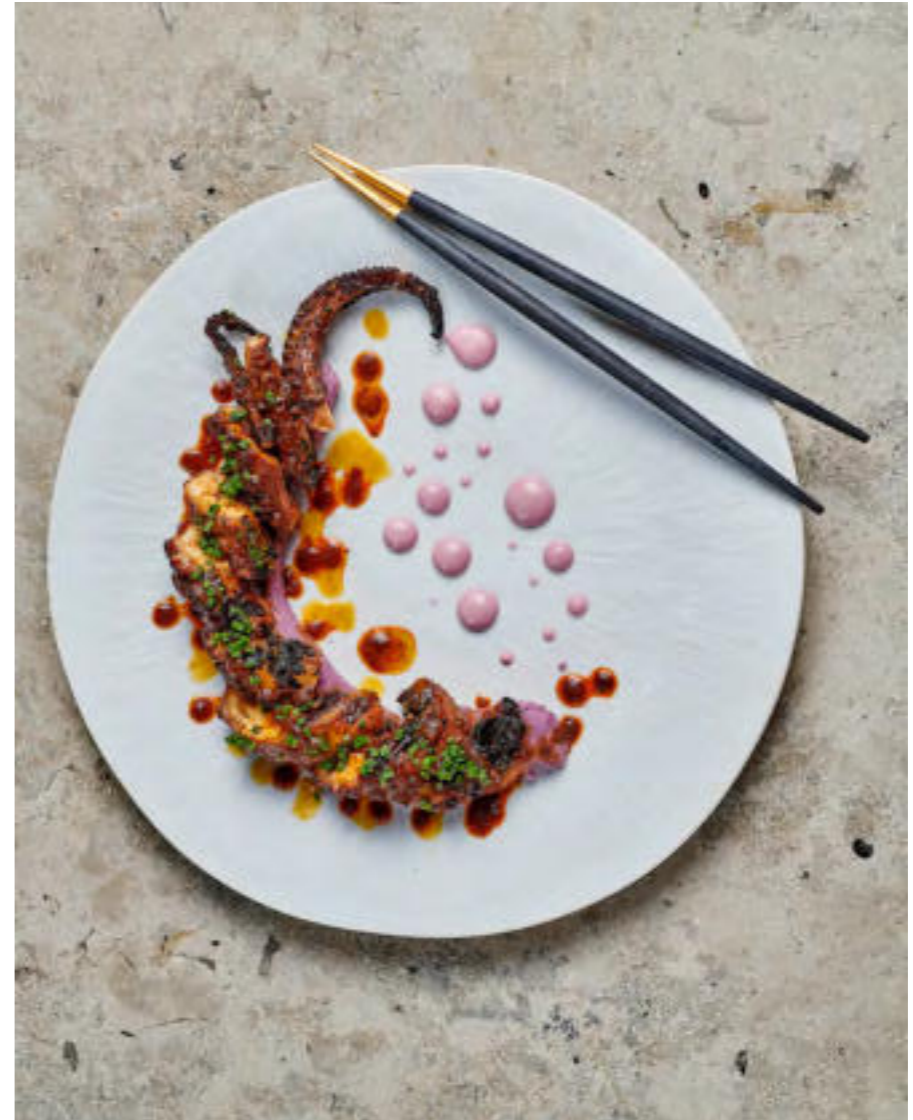
NIKKEI

CUISINE





NIKKEI CUISINE







PIONEERING EXCEPTIONAL PERUVIAN NIKKEI CUISINE

Peru's Japanese population have been 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 its expression in Nikkei cuisine.

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.

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.



**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



The background is a collage of various floral and decorative elements. On the left, there's a close-up of a pink flower. In the center, a purple flower is visible. On the right, there's a large, vibrant bouquet of flowers in shades of red, orange, and white. The overall aesthetic is bright and celebratory.

THE

CHOTTO

EXPERIENCE

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.





THEATRE



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





ART



**Bespoke urban design.
Feature walls,
sculptures.**



ATMOSPHERE

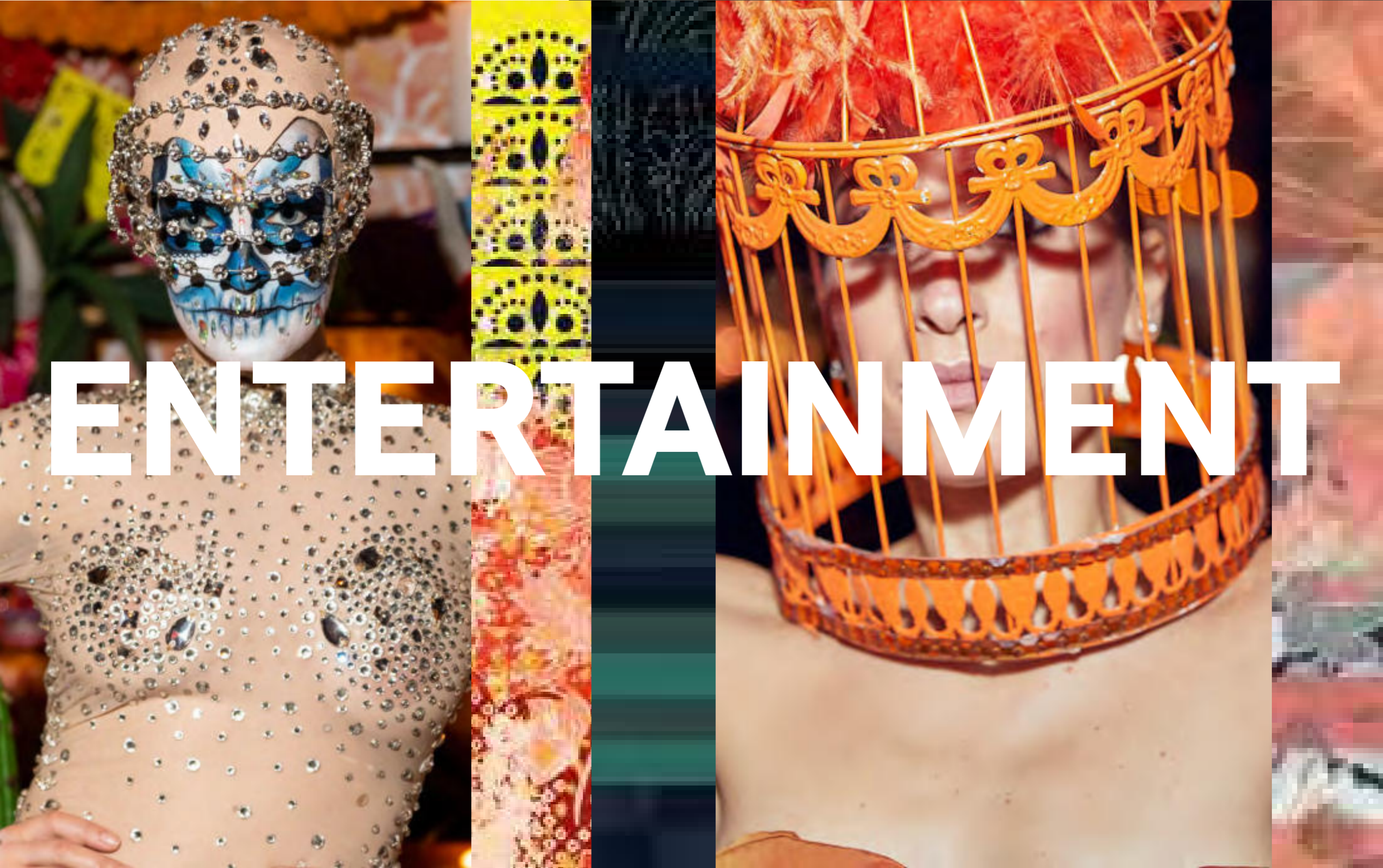


THE EXPERIENCE

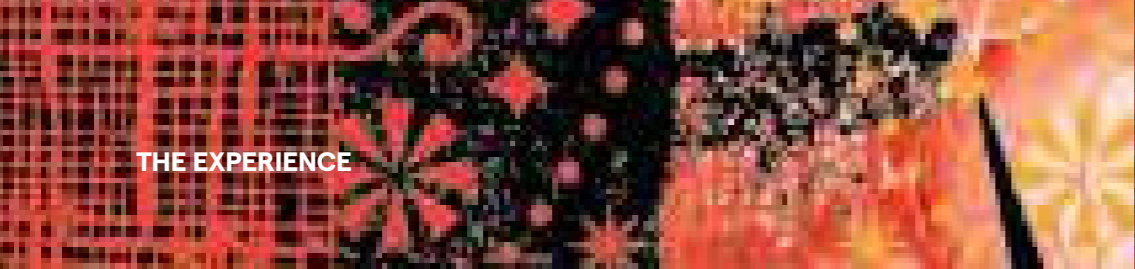


DJs.

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.



ENTERTAINMENT



THE EXPERIENCE



THE EXPERIENCE

A low-angle, upward-looking photograph of a modern building with a blue sky and lush greenery. The image is oriented vertically, with the building's facade and palm trees visible on the right side, and the sky and more foliage on the left. The text is overlaid in the center, reading:

**EXCITING
AND CONTEMP-
ORARY
DESIGNED
SPACES**





THE SPACES



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.



Peruvian nature
Japanese architecture
Urban landscape



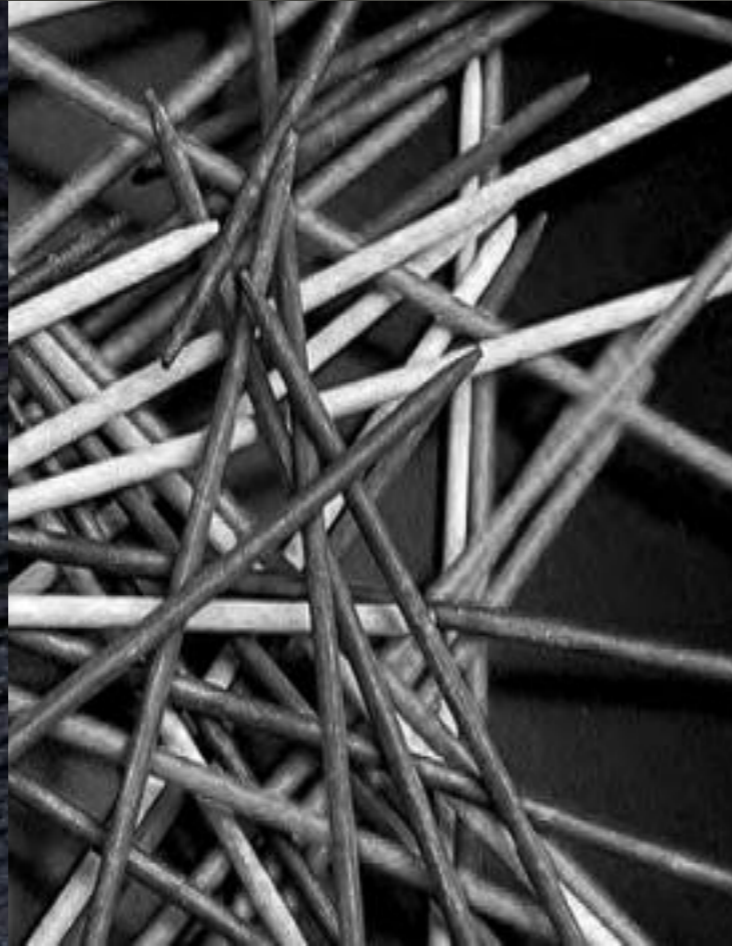
INTERIOR DESIGN INSPIRATION AND FEATURES

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.

LONDON



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.

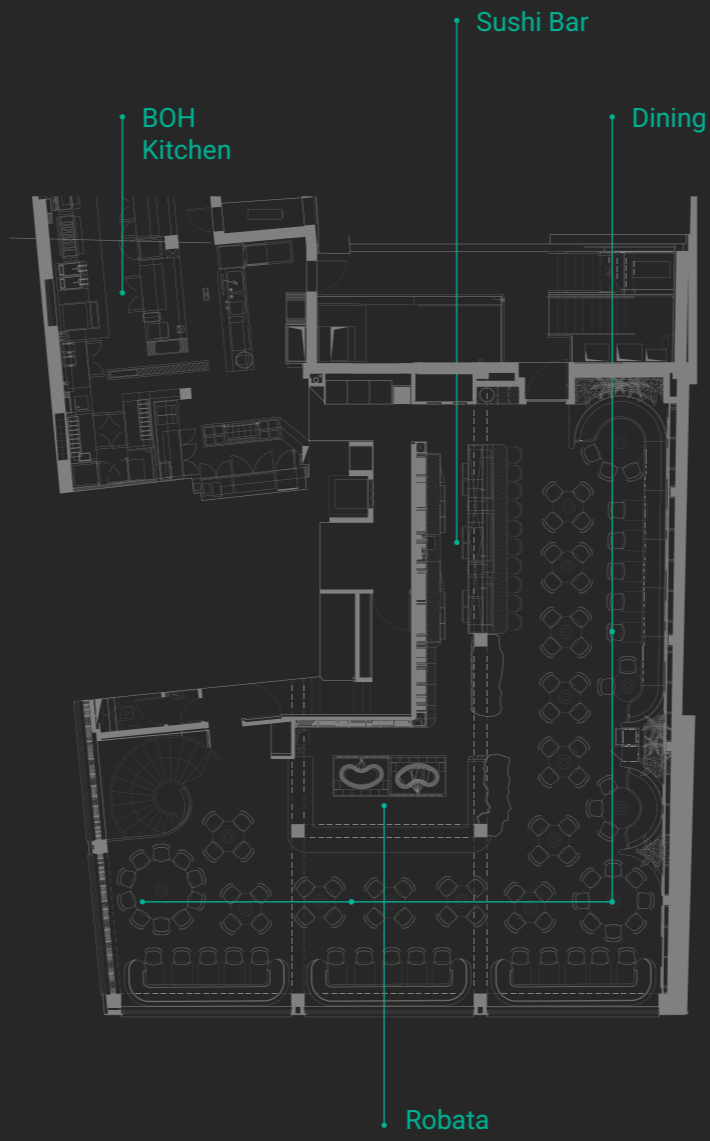








Ground Floor



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

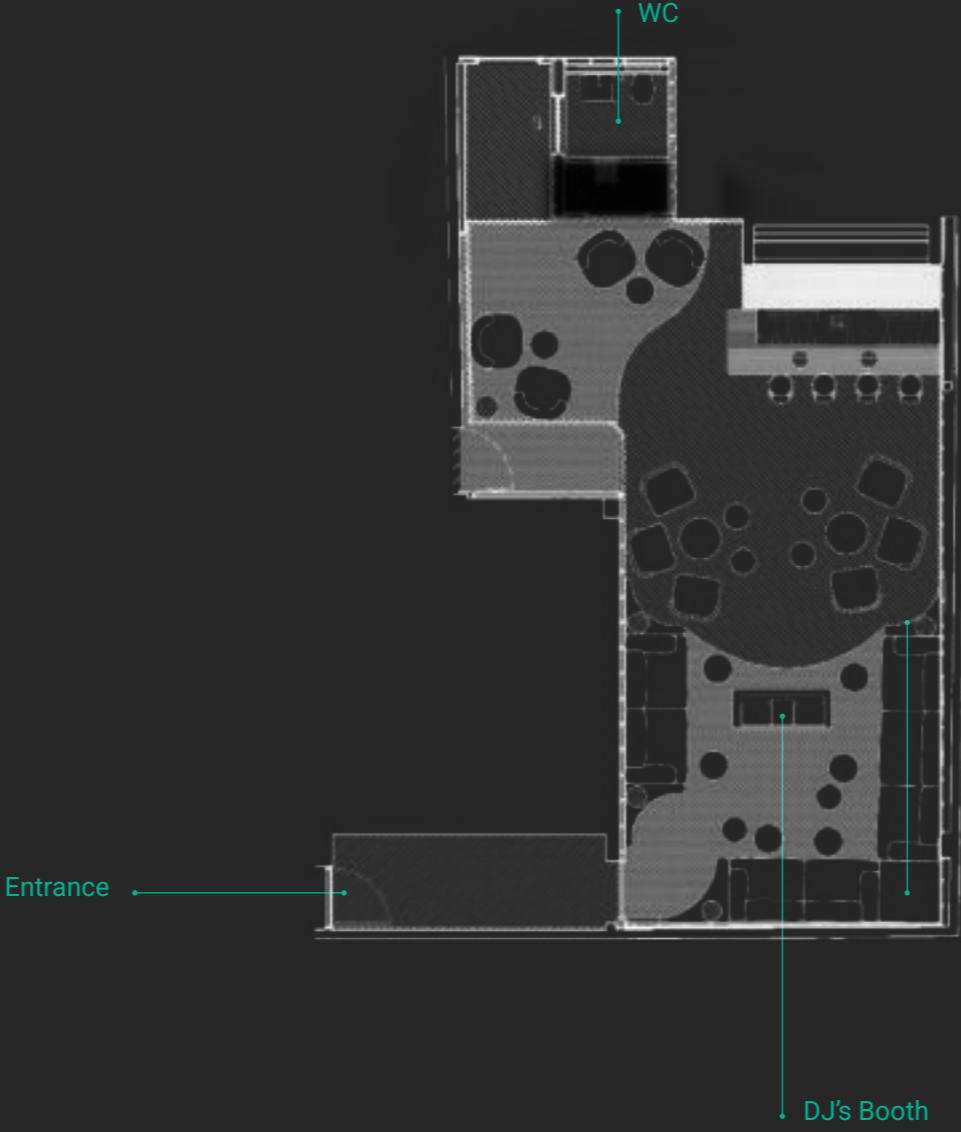
- Dining: 138sqm
- Sushi Bar: 7sqm
- BOH/Kitchen: 120sqm

Total: 268 Covers



**Soho – London
Claude's Floor Plan**

Lounge: 20 Covers
Cocktail Bar: 4 Covers



First Floor



LONDON

The image shows the interior of Chotto Matte London, a restaurant in Soho. The space is characterized by its modernist design, featuring large, curved wooden ceiling elements and a dramatic spiral staircase. The dining area is filled with round tables and chairs, some of which are upholstered in teal and light blue. The bar area is visible in the background, with a curved wooden structure and a glass display case. The overall atmosphere is sophisticated and contemporary.

Marylebone – London

Dining: 59 Covers

Cocktail Bar: 36 Covers

Terrace: 30 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.

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CHOTTO

MATTE

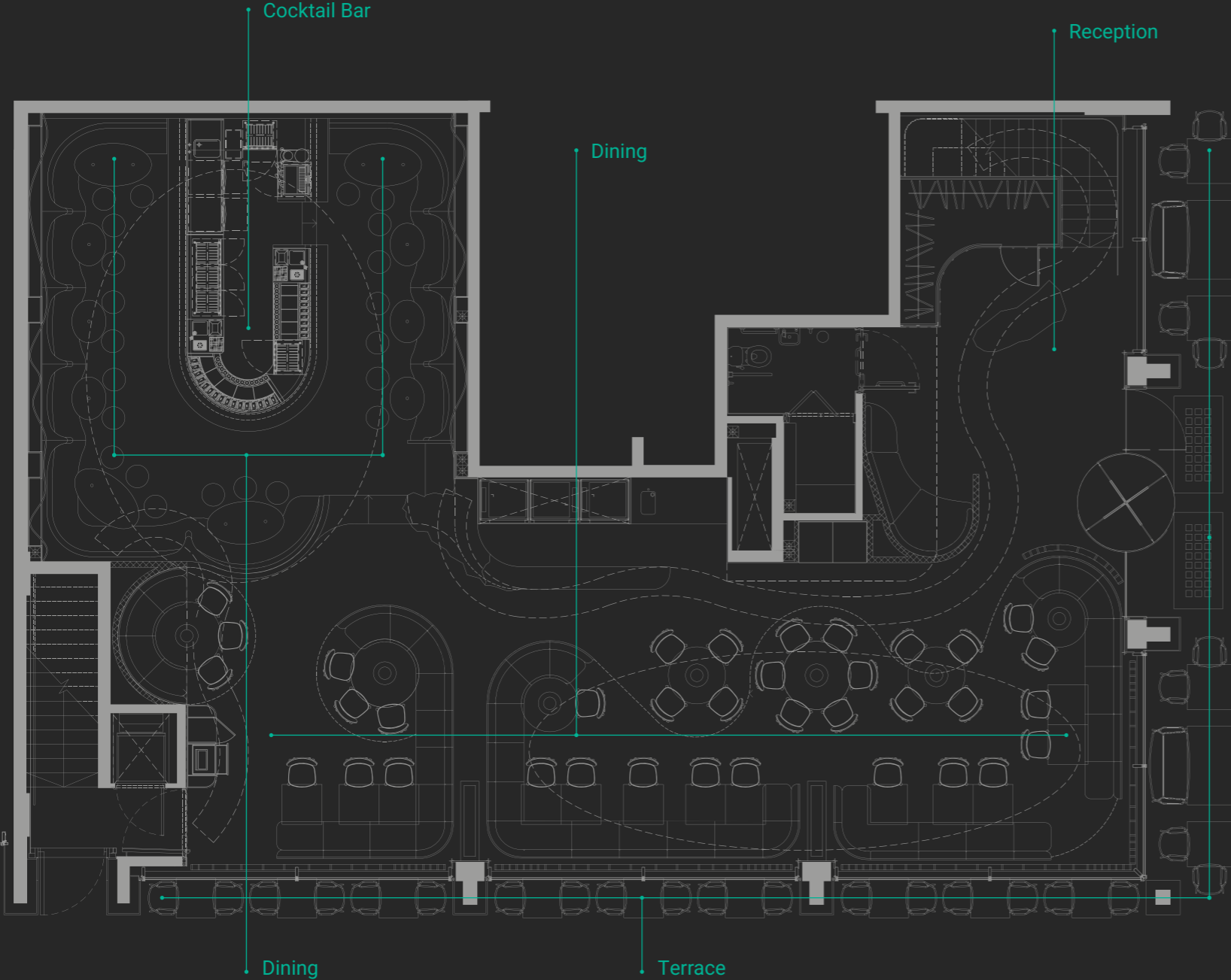
CHOTTO



**Marylebone – London
Floor Plans**

Restaurant
Dining: 59 Covers
Cocktail Bar: 36 Covers
Terrace: 30 Covers

- Dining: 93sqm
- Cocktail Bar: 55sqm
- Entry/Reception: 23sqm
- Terrace: 35sqm



MIAMI

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 semi-enclosed, 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.

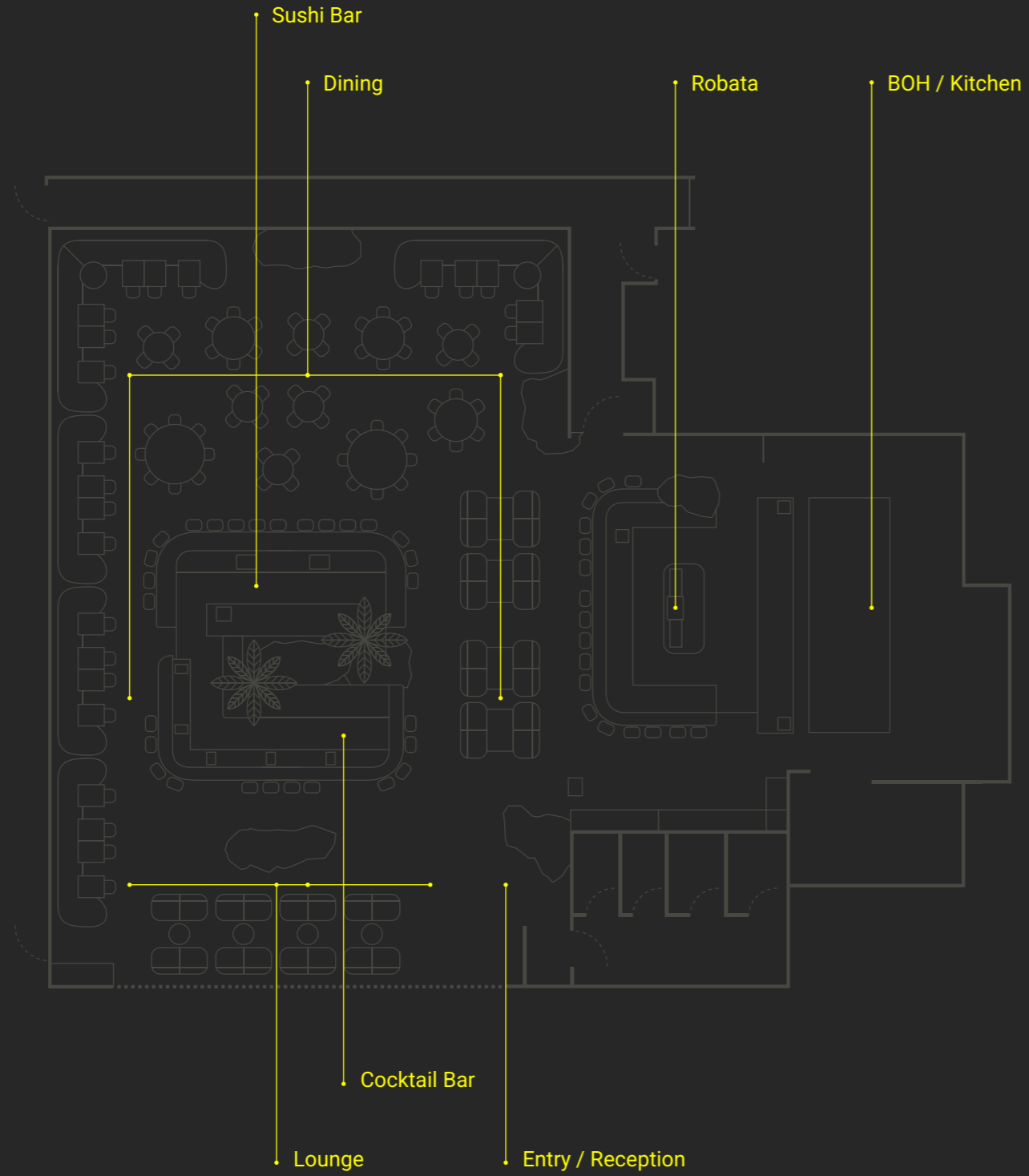
Inside, natural stone, carbon steel, tinted glass, and dark stained timber make up the materials palette. In response to Miami’s abundant sunshine, the dominating colours here are dark and moody. The Chotto Matte dynamic art interventions involve an expansive mural that wraps the space on the two sides, 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.





THE SPACES





**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

TORONTO

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.



THE SPACES

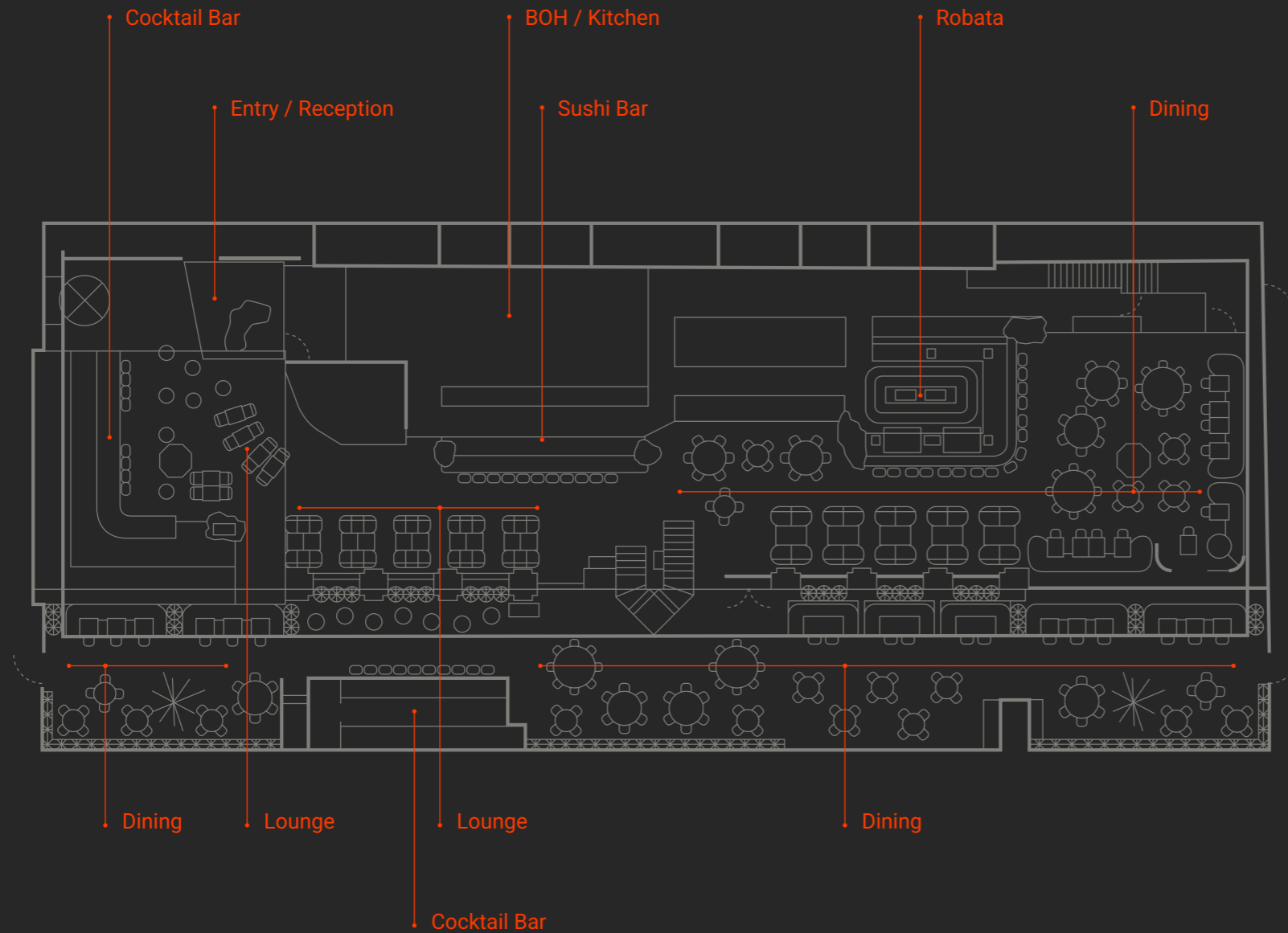


Toronto Floor Plans

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: 228sqm
- Lounge: 72sqm
- Entry/Reception: 26sqm
- Robata: 32sqm
- Sushi Bar: 28sqm
- Cocktail Bar: 37sqm
- BOH/Kitchen: 140sqm
- Terrace: 293sqm

DOHA

The image shows the interior of the Chotto Matte Doha restaurant. The space is characterized by a high ceiling with a perforated, grid-like pattern. In the foreground, there are several curved, yellow modular sofas arranged around a central area. The floor is decorated with large, colorful, abstract patterns in shades of orange, yellow, and green. In the background, a long bar is visible, illuminated with warm lights. The overall atmosphere is modern and vibrant.

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.

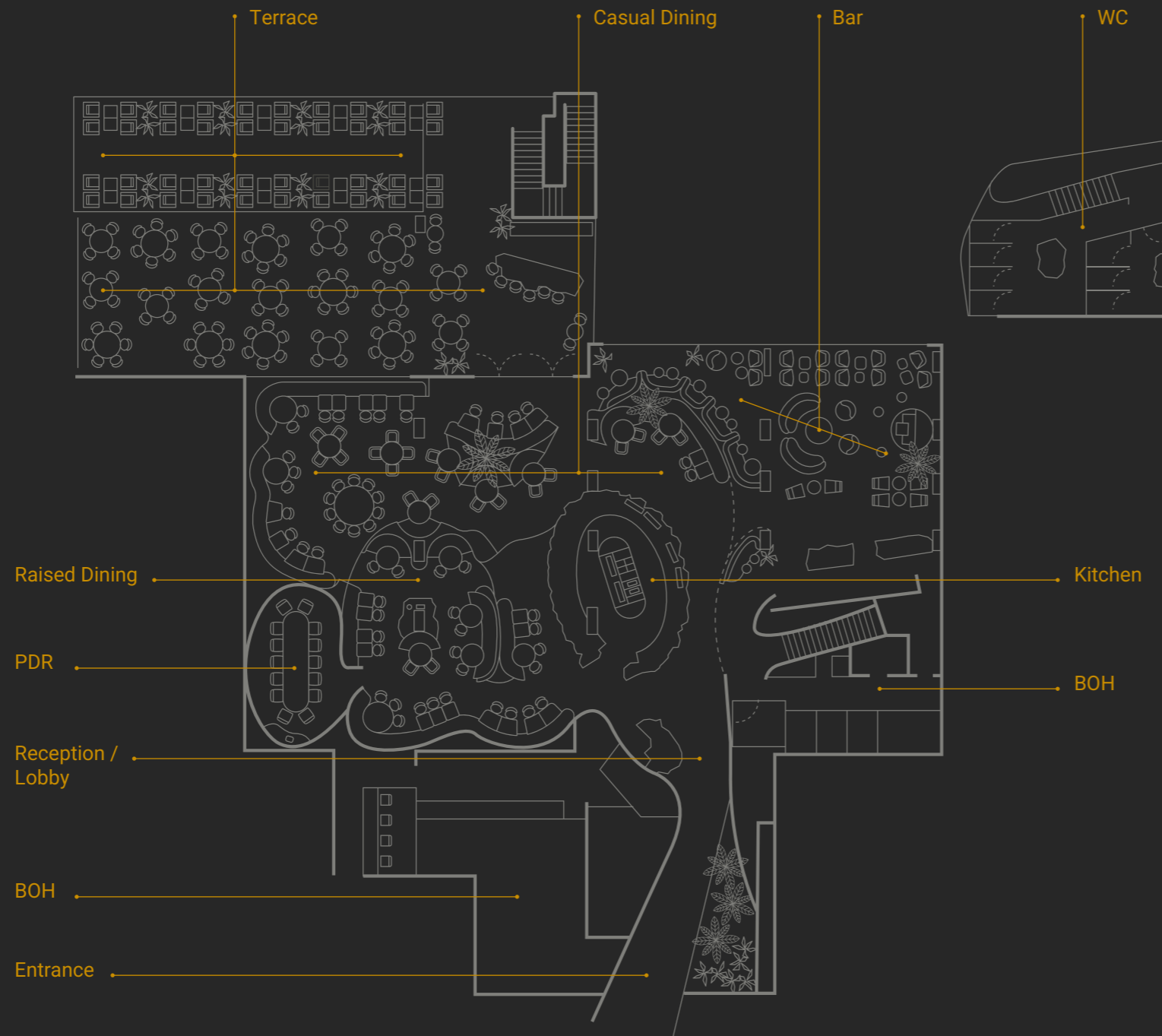
The main structure is made of packed reed, the material used commonly in Peru for making small boats and for constructing shelters and traditional housing in the Middle East. The organically formed abstract vines and plants twist and grow around the columns to soften the brutalist form and add a warmer 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.



THE SPACES





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: 37sqm
- Entry: 46sqm
- Reception: 25sqm
- WC: 63sqm
- BOH: 201sqm

RIYADH

The image shows the interior of a restaurant named Riyadh. The most striking feature is the ceiling, which is a complex, multi-faceted structure made of dark, reflective panels that create a diamond-like pattern. This ceiling reflects the warm, ambient lighting and the orange-accented furniture below. The dining area is furnished with round wooden tables and matching orange chairs. In the foreground, a long wooden table is set with a glass of water and a small lamp. The background shows a bar area and large windows that offer a view of the city at night.

Riyadh

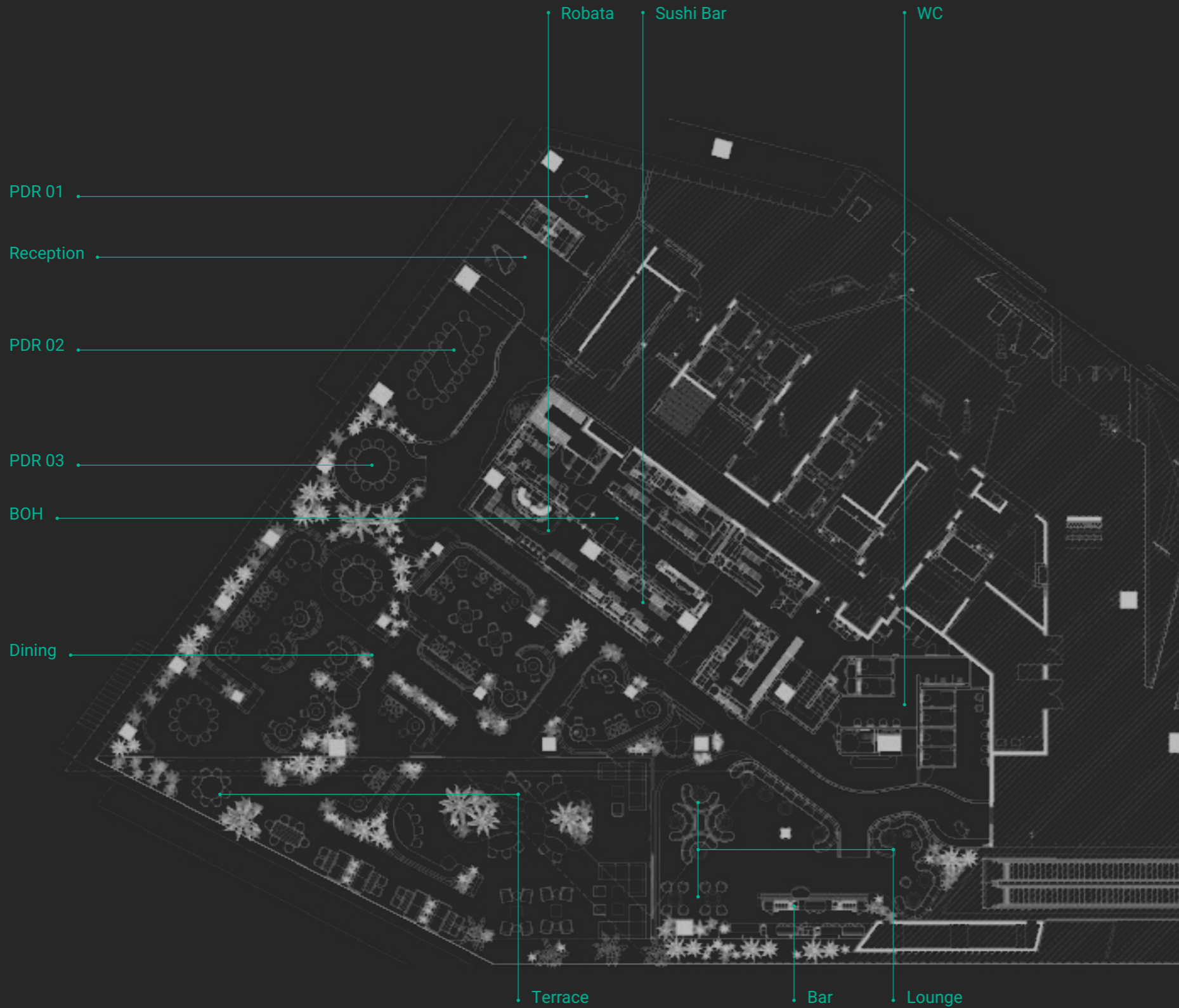
Internally: 211 Covers

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



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

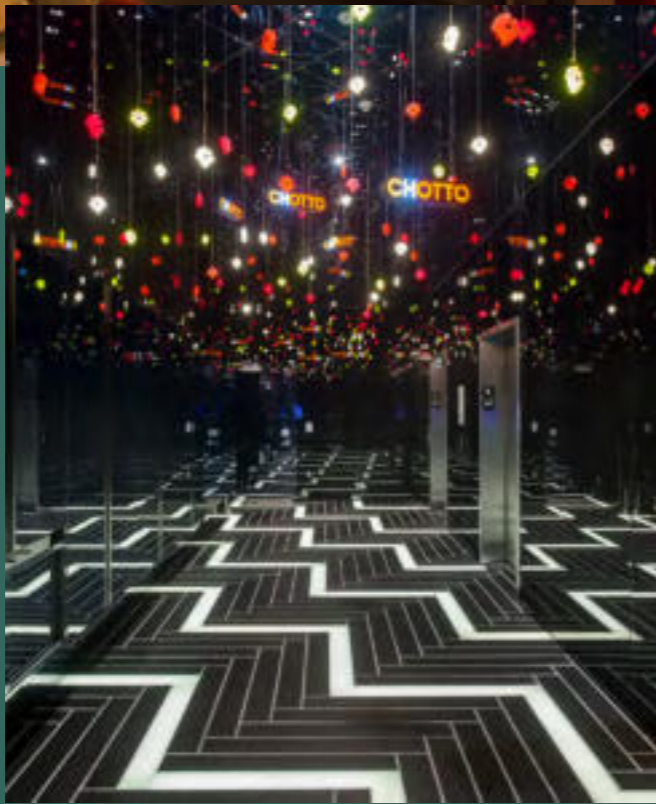
PDR: 18 Covers

Terrace: 113 Covers

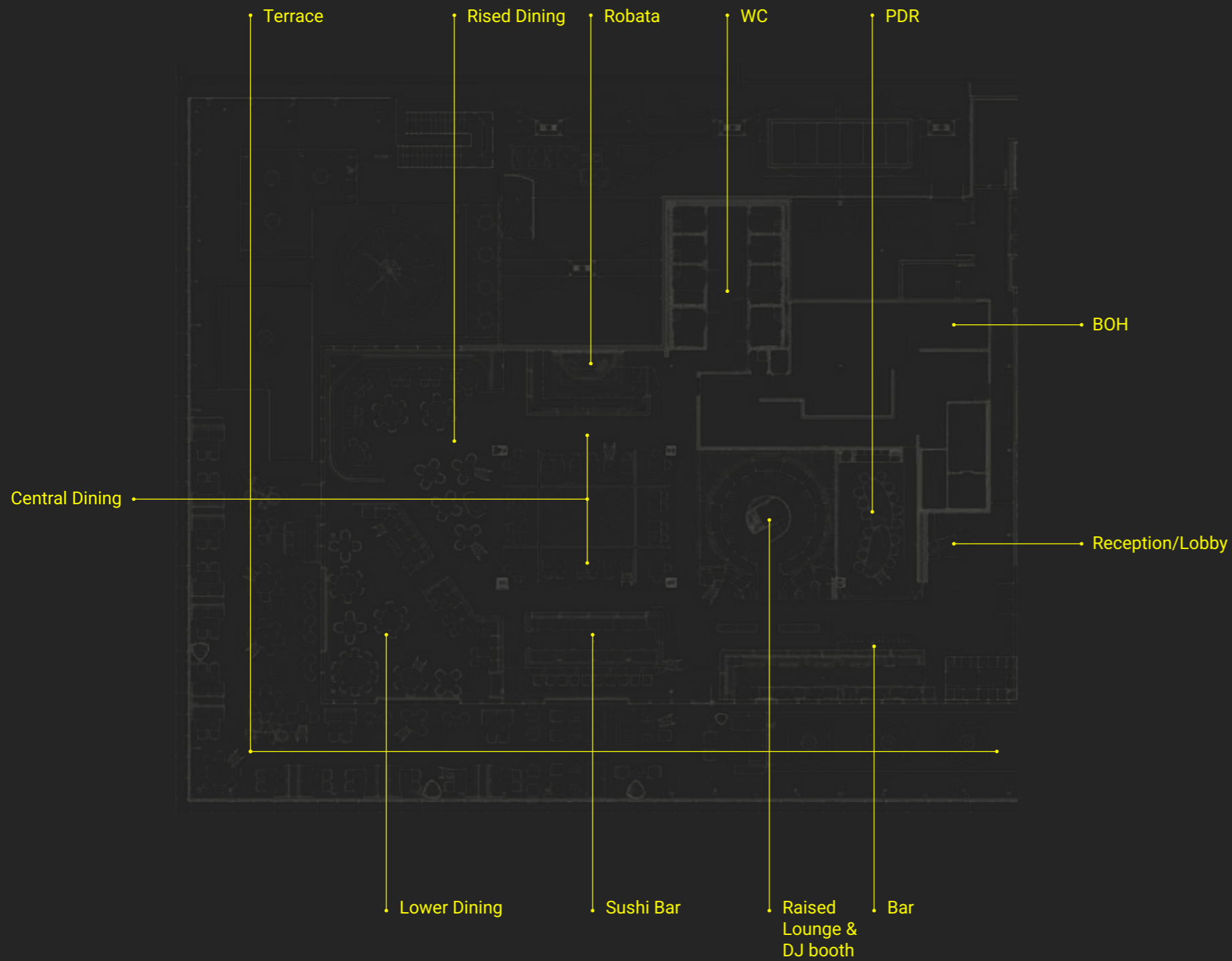
Located next to the animated yet opulent Union Square, Chotto Matte is set to land in downtown San Francisco in late 2023.

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



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

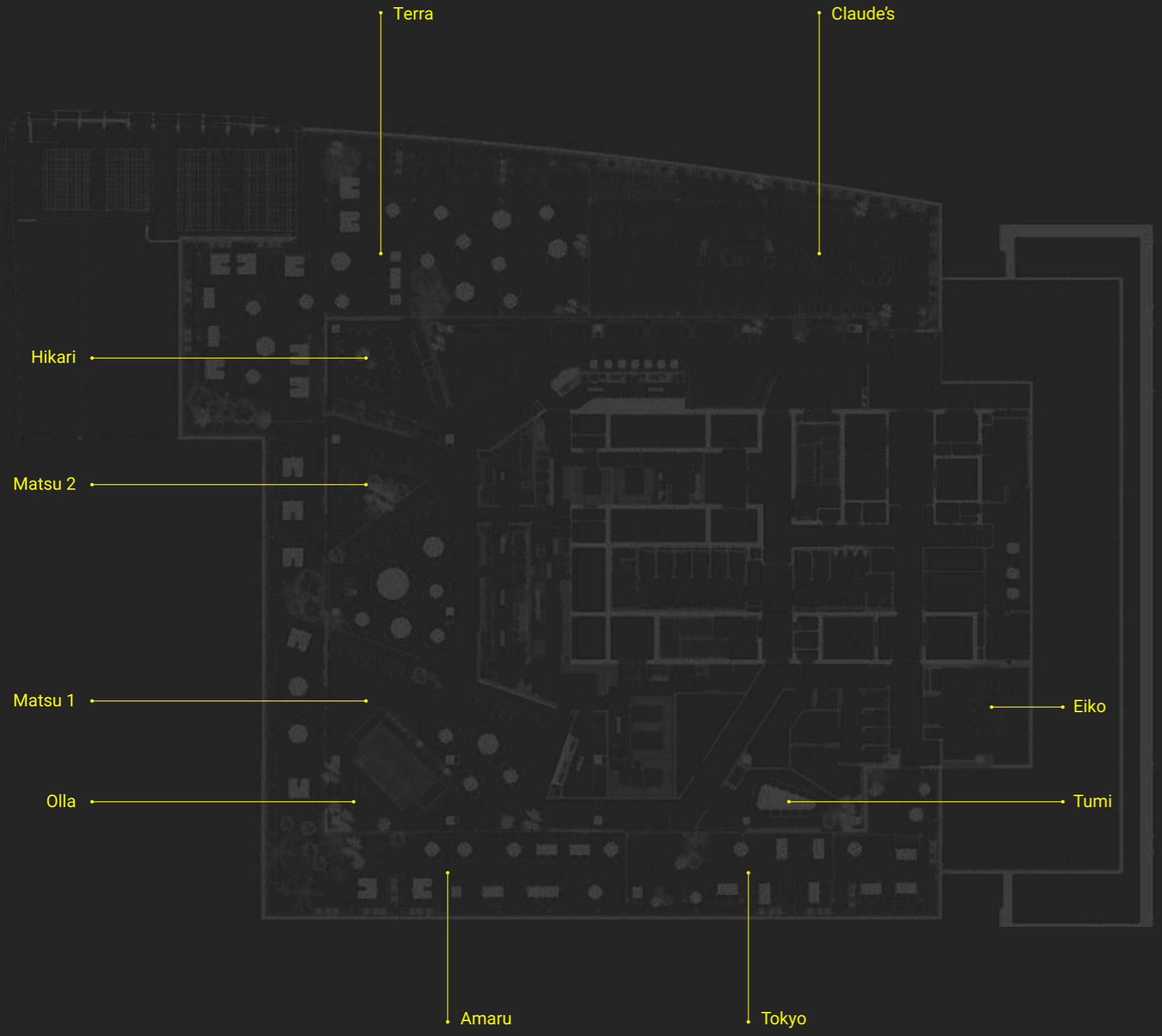
The site heritage inspired a polygonal layout activated by a strong music driven personality.

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



THE SPACES





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



POP UPS AND BEACH CONCEPT

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:

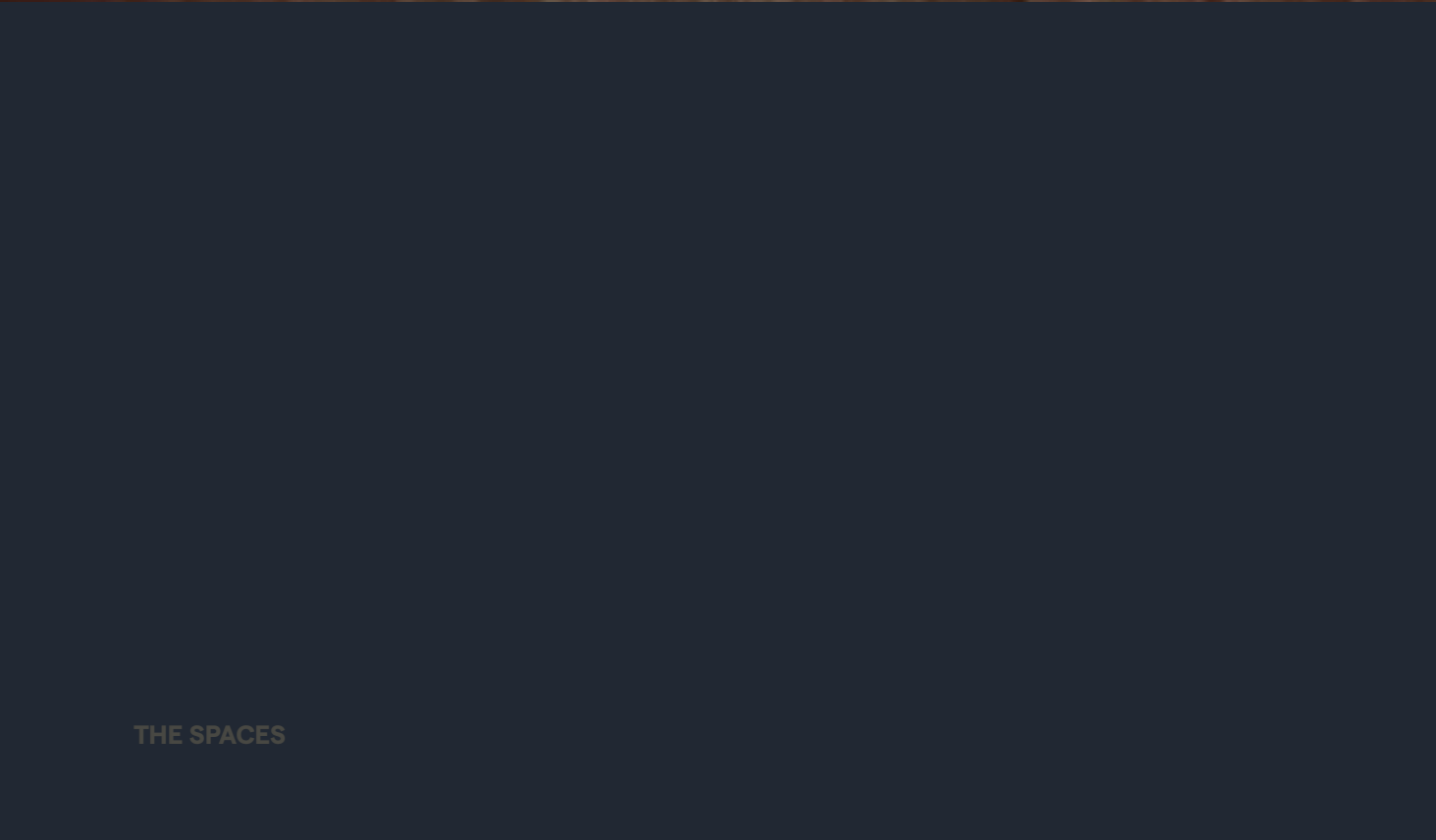
In a small garden designed by the famous Madison Cox, guests will discover Chotto Matte St Tropez an exciting restaurant new to France but known to London, Miami and Toronto. Internationally this vibrant brand offers a bold and authentic taste of Nikkei cuisine, an evolution of Japanese-Peruvian fare, 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 bbq).

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

The image features a close-up of a textured, light-colored surface, possibly a book cover or endpaper, with a large, embossed logo. The logo consists of several overlapping, rectangular shapes arranged in a grid-like pattern, creating a three-dimensional effect. The background is dark, and the text is in a bold, white, sans-serif font.

**THE
CHOTTO
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

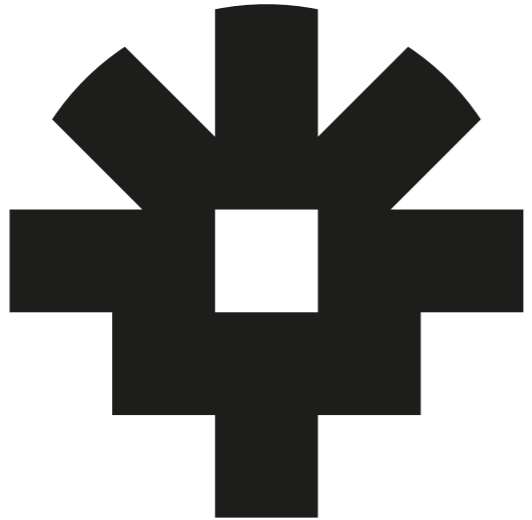
Aspirational

Pleasure seeking

Come as you are

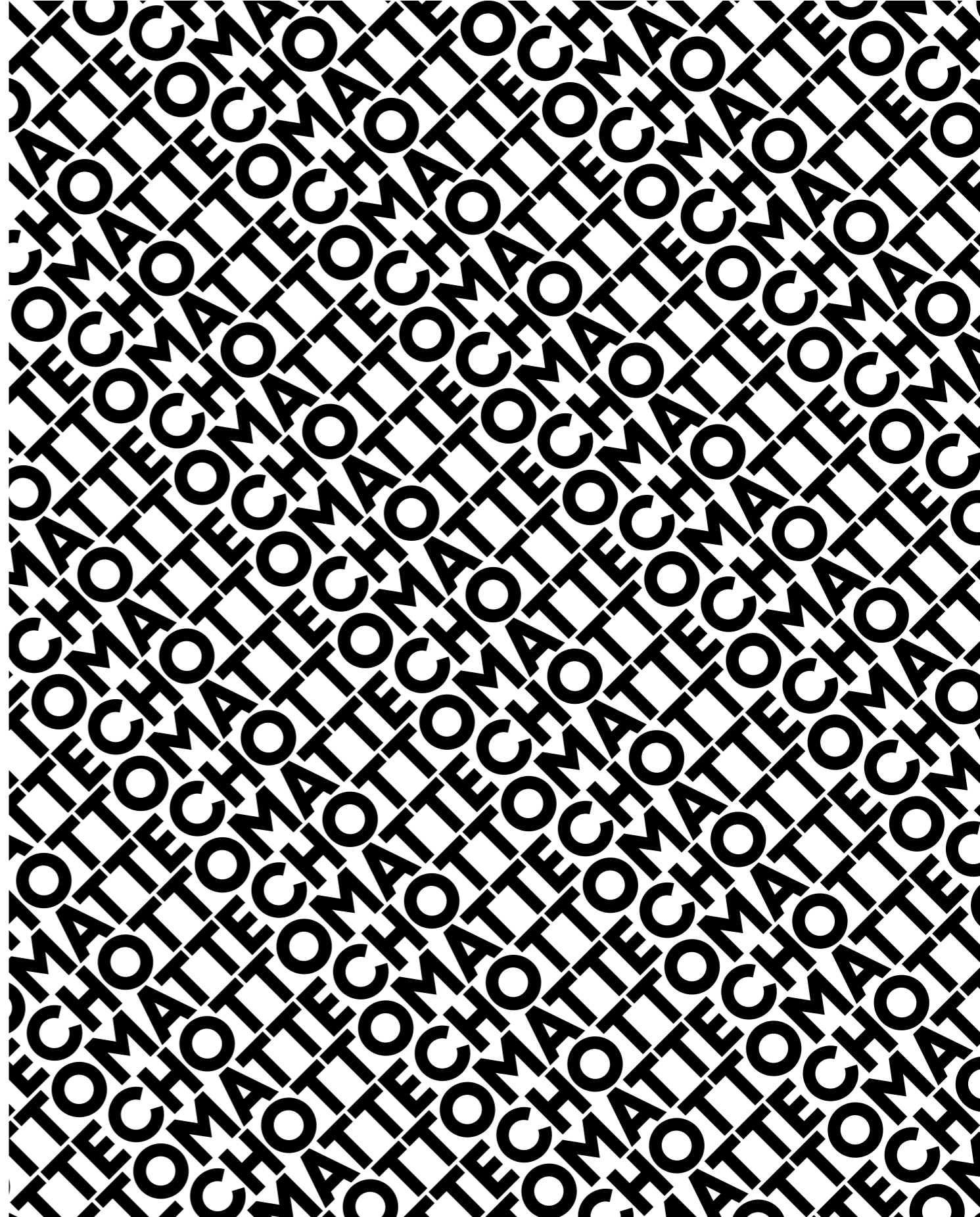
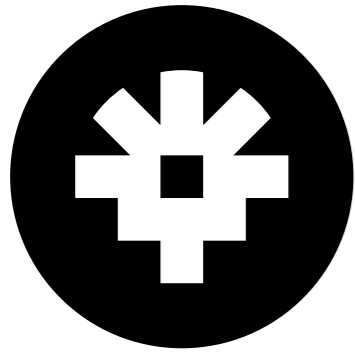


Brand Identity



CHOTTO
MATTE

CHOTTO



BRAND PHOTOGRAPHY




FOOD. CRAFT. PEOPLE. PROCESS. INTERIORS



CORPORATE RESPONSIBILITY

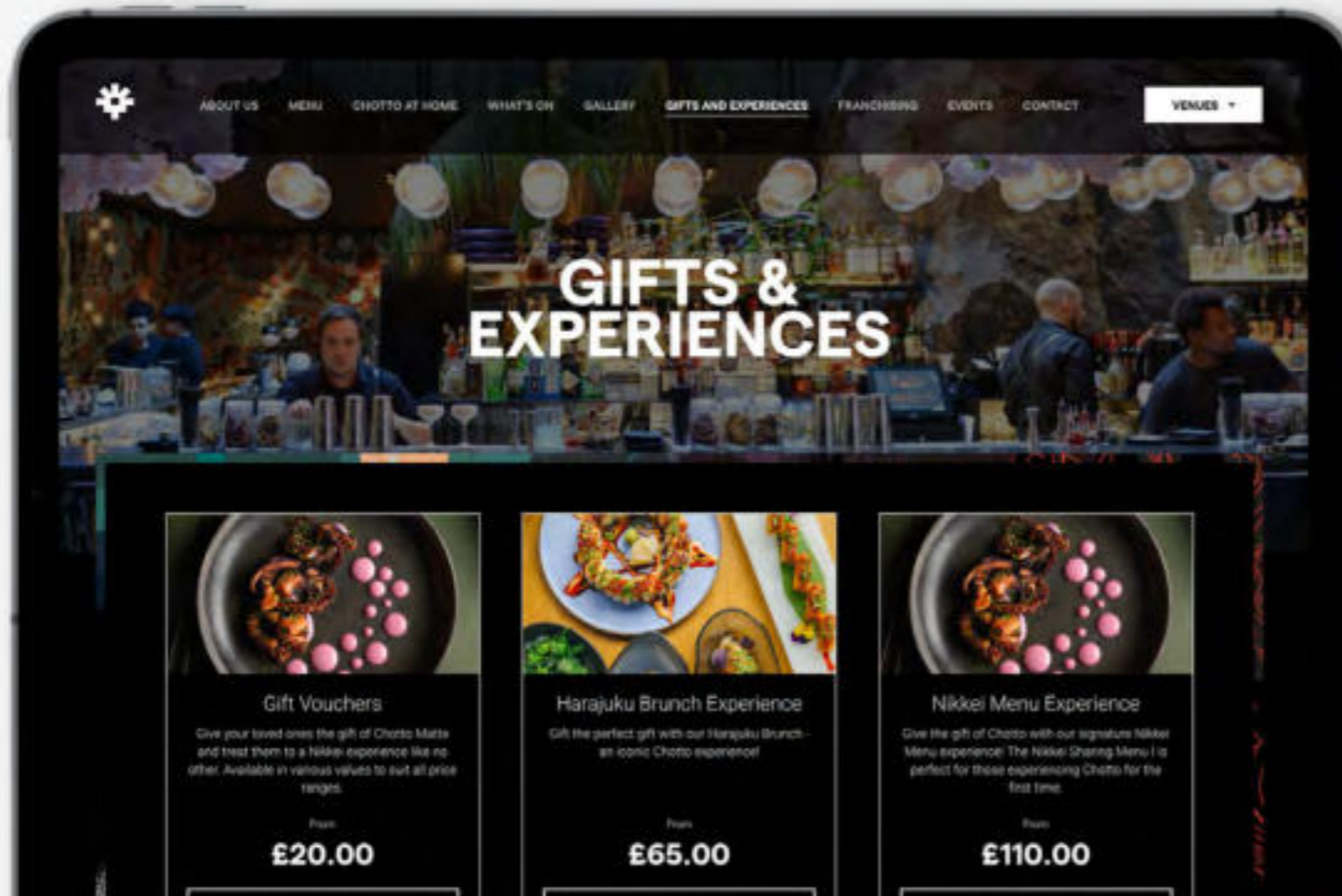
The Chotto Matte partners reflect the brand's ethics.

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.



"WE CAN PROVIDE CREATIVE SOLUTIONS FOR ALL LOCALISED MARKETING NEEDS AS WELL AS A CONTENT LIBRARY OF BRANDED FILM AND PHOTOGRAPHY."

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

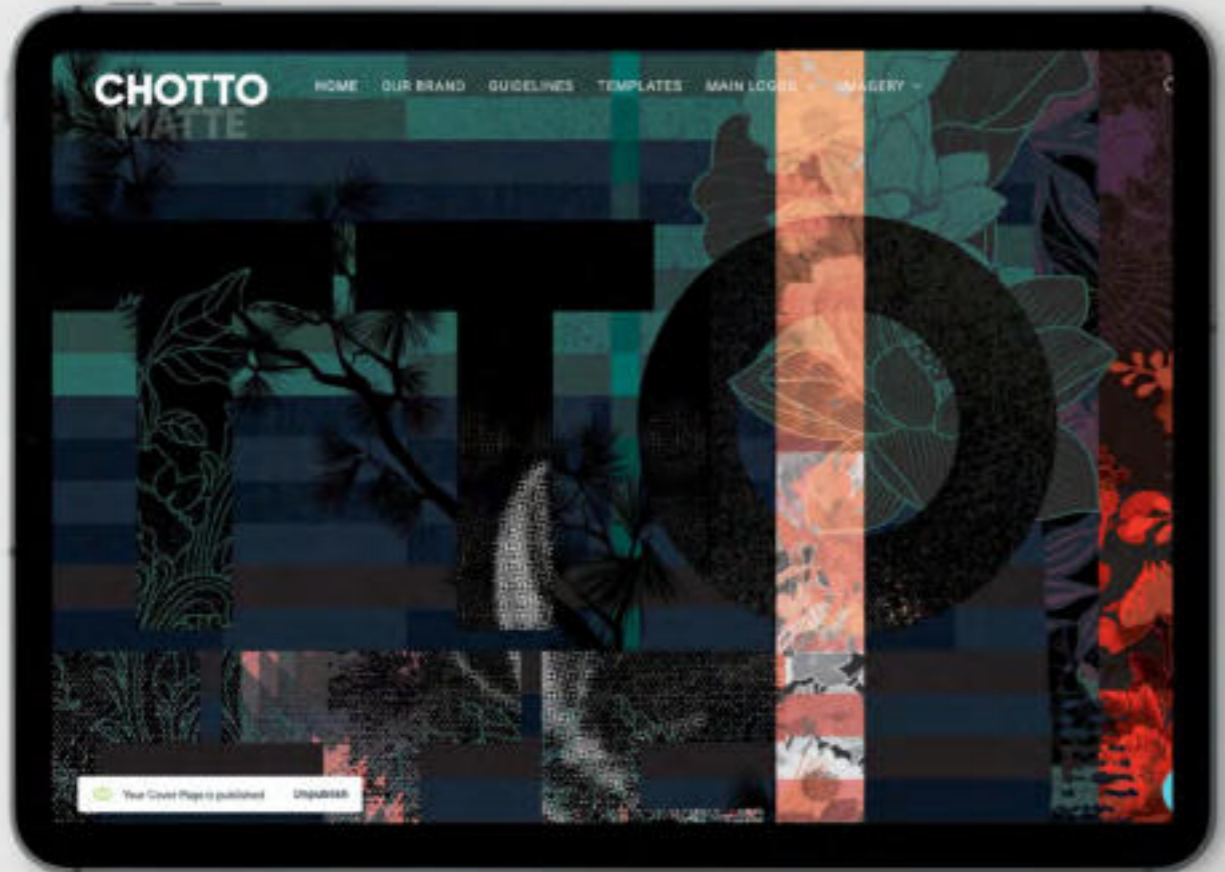
In-house design

In-house purchasing team

In-house logistics professionals

Training

Comprehensive training is provided to our teams.



✳

FOOD AND DRINKS MANUALS

✳

SERVICE STANDARDS

✳

MANAGEMENT PROCEDURES

✳

EMPLOYEE HANDBOOK

✳

TESTS

✳

IN-HOUSE LOGISTICS PROFESSIONALS





PRESS

AND

AWARDS

TimeOut

EATER MIAMI

Miami's Eater Awards Winners 2018

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

These chefs and restaurants are the cream of the crop, the ones that best represent the unique culinary and dining culture of Miami. Thank you to everyone who voted. Find out more about the editor's choice winners, which have all received the iconic Eater tomato can, and stay tuned for upcoming features on all the winners.

Most Gorgeous Restaurant of the Year

Chotto Matte



There are plenty of showstopping restaurants in Miami, but **Chotto Matte** might have them all beat. This UK import, designed by Andy Martin/Architects (AMN), blends the restaurant's Tokyo vibe with Miami's tropical mystique. The 215-seat restaurant and bar features Shoji Slugi Bar wood ceilings and hanging gardens created by Raymond Jurjles. A large floating ceiling, inspired by an Japanese roof style known as Kimono, allows year-round or flood dining with a fully retractable roof. Sitting in the center of the space is a boulder that divides the sushi bar and cocktail area, while a mural on artist Marco Katz and Alex Smith Clark is prominently displayed on one of the walls. The use of texture and natural elements like stone, carbon steel, linked glass, and brick create the space makes for a modern take on the traditional Nikkei style.



MODERN LUXURY

Men of the Month 2018

Star for Miami's dining and social scene, Miami's most exciting chef, and one of the most innovative chefs in the world.



GET ENK

CARMA CONNECTED



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

From ceviche and salbado to causas and tiraditos, find all the freshest eats at the best Peruvian restaurants in Miami.

June 2018: 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 Miami. Among the new additions are two spots housed inside food halls (another growing trend in the city): *Itamaki*, a Peruvian sushi shop at *31*; *Reco* market helmed by sibling duo Valerie and Nando Chang; and *33 Kitchen*, whose simple and elegant five-ingredient ceviche shines at *Time Out Market Miami*.

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

Best Peruvian restaurants in Miami



Peru, Peru Chotto Matte Miami

South Beach

What is it? This bougie, London export serves trendy Nikkei cuisine in an over-the-top space boasting real lava stone accents and a retractable roof.

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

[Read more](#) [Book online](#)

Equipe

Los 100 spots de México que debes probar

CHOTTO MATTE

El lugar ofrece una experiencia gastronómica que introduce a la cocina Nikkei, una mezcla que reúne lo mejor de la cocina japonesa y peruana, en un ambiente vibrante y divertido.



Photo: [unreadable]

Los platos de esta fusión radican en la importancia que ambas tradiciones le otorgan al pescado fresco, ya que el sushi japonés, adaptado por la próspera industria pesquera de Perú, se mezcla perfectamente con el ceviche, el plato de mariscos peruanos.

Gracias al Chef **Jordan Sclare**, en **Chotto Matte** son reconocidos internacionalmente por la calidad de su cocina Nikkei con toque contemporáneo. Obviamente sugerimos el Sushi, salbado, o acercarse en las playas al estilo Babata Barbacoa, y la Anticochería.

The Best Restaurants in Miami Right Now



ing seems like a distant memory right about now, especially since we're leaving three times a day and beginning every conversation with "¡lo 30!" ("So as we did our making and sweat through our shirts let's think back to a peaceful season we knew as spring, when cool nights eating outside were replaced by a small yet spectacular crop of new restaurants.

a good news is, all these spots have nice, air-conditioned dining rooms, so if you want to try Brad Kilgore's new fire-inspired foods or Michael Mina's smoke go, you won't have to worry about them being too hot. Ditto if you want some bar food, as the city's best truck stop has an air conditioner that sh-sh-down you. There are but a few of the best new restaurants South Florida saw this fall, giving you a whole new list of value things to do until October.



THRILLS

The Best Restaurants in Miami Right Now

Having three times a day and beginning every conversation with "to scale?" So as we follow Miami and sweat through our shirts let's think back to a peaceful season we knew as spring, when cool nights eating outside were replaced by a small yet spectacular crop of new restaurants.

A good news is, all these spots have nice, air-conditioned dining rooms, so if you want to try Brad Kilger's new bee-inspired bowls or Michael Mina's smoke bar, you won't have to worry about them being too hot. Other if you want some hot food, as the city's best brunch now has an air conditioner (that is down etc. These are just a few of the best new restaurants South Florida saw this fall. Giving you a whole new list of value things to do until October.



Forbes

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



Images by the way: Photos: © Justin S. Sizemore for Forbes

Chotto Matte, a high-voltage destination for Nikkei cuisine, is growing. Not just with one new locale or a long-awaited renovation — new locations in Doha, Riyadh, San Francisco, and London (the brand's second location in the city) are in the works, with properties in Washington and Manchester to follow. "We've also

PRESS AND AWARDS

BigHospitality

Chotto Matte to double up in London

restaurant

By Joe Luthario

On Sep 2022 | Last updated on 20 Sep 2022 at 14:49 GMT



Chotto Matte's original Soho restaurant

PHOTO: CHOTTO MATTE

Kurt Zdesar will open a second London Chotto Matte in Marylebone Village early next year as part of a major expansion push for his upmarket Nikkei restaurant brand.

Chotto Matte Unveils Stunning Plans For First West-Coast Restaurant

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

POST BY JAKE ROGERS | SEPTEMBER 2, 2022 | NO COMMENTS

WHAT NOW

SAN FRANCISCO



VANTY FAIR

VF LONDON

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

HARAJUKU BRUNCH AT CHOTTO MATTE

GLAMOUR



The best bottomless brunches in London you simply need to book

Booked | www.vanityfair.com



If there's one thing 2019 taught us, it's that London went mad for bottomless brunch. Let's face it, there's more talk of bottomless brunch than there are bearded men in Shoreditch.

GRAZIA

The Best Date Night Restaurants In London For 2022



BY GEORGE REEBELL | PHOTO: GUY LAWRENCE

Feeling a little date night restaurant in London is tricky. So often, we head back to our old favorites knowing exactly what to expect, nervous to waste precious pennies and avoid needless romance on a new date. But London is a city best known for its breadth of venues, from understated gems to extravagant venues. Seriously, there's a great place to sit every night in this city and more than the big week ending set it every single day of the year is all down the line of the best, you're welcome!

So, if you're looking for a new date night restaurant or you're looking down your street, we've got you right now. Here's our guide to the best restaurants in London.



STYLING: JAMES

Quite possibly the best date night restaurant in London, Joe Green's date night restaurant is a beautiful fusion of Japanese and Peruvian cuisine. From their Black and white fusion to their elegant and lush decor, this food is seriously good. Booked. 22nd Street, London. 020 7437 1234

EATER

MIAMI

EATER AWARDS

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

A retractable roof, 55,000-pound volcanic boulder, and bright sounds are some of the memorable touches

By Alex Rodriguez | Nov 7, 2019, 11:04pm EST



Photo: © Justin S. Sizemore for Eater

f t i

Pedestrians may miscount the long, white structure in the narrow alleyway just off Lenox Avenue as a standard wall and walk right by — but that would be a mistake. As what lies behind it is Chotto Matte, a high-end restaurant specializing in Japanese and Peruvian fusion (Nikkei cuisine, with a design that makes it a destination worth seeking out.

Set in the heart of Miami Beach, the 220-seat eatery opened in April 2018 to the fine-tune U.S. outpost of the London original, founded by restaurateur Kurt Zdesar and the NZR group. Beyond the myriad of traditional dishes like the best-selling Nikkei sobitas, shrimp and pork gyoza and yuzu dumplings, Chotto Matte is noteworthy for its on-site design, set in a space a play between Tokyo's urban feel and Miami's tropical flair.



CHOTTO
MATTE

CHOTTO-MATTE.COM