

*Philippe*

by Philippe Chow

MIAMI BEACH

# WHO WE ARE

Founded in 2006



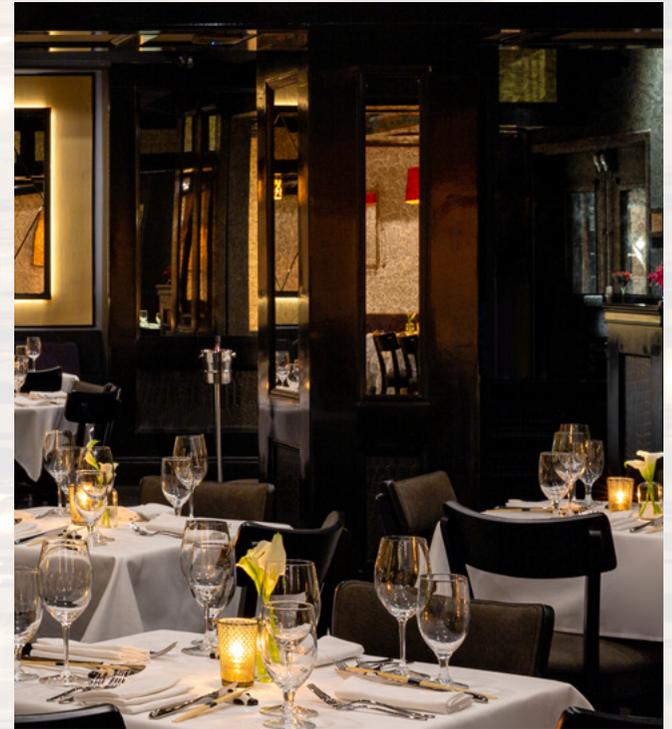
Philippe Chow is a privately held, full-service upscale restaurant, event, & lifestyle company.

The background of the slide is a photograph of water with many small, bright reflections of light, creating a shimmering effect. The water is dark, and the reflections are bright and scattered across the surface. The overall color palette is warm, with golden and brown tones.

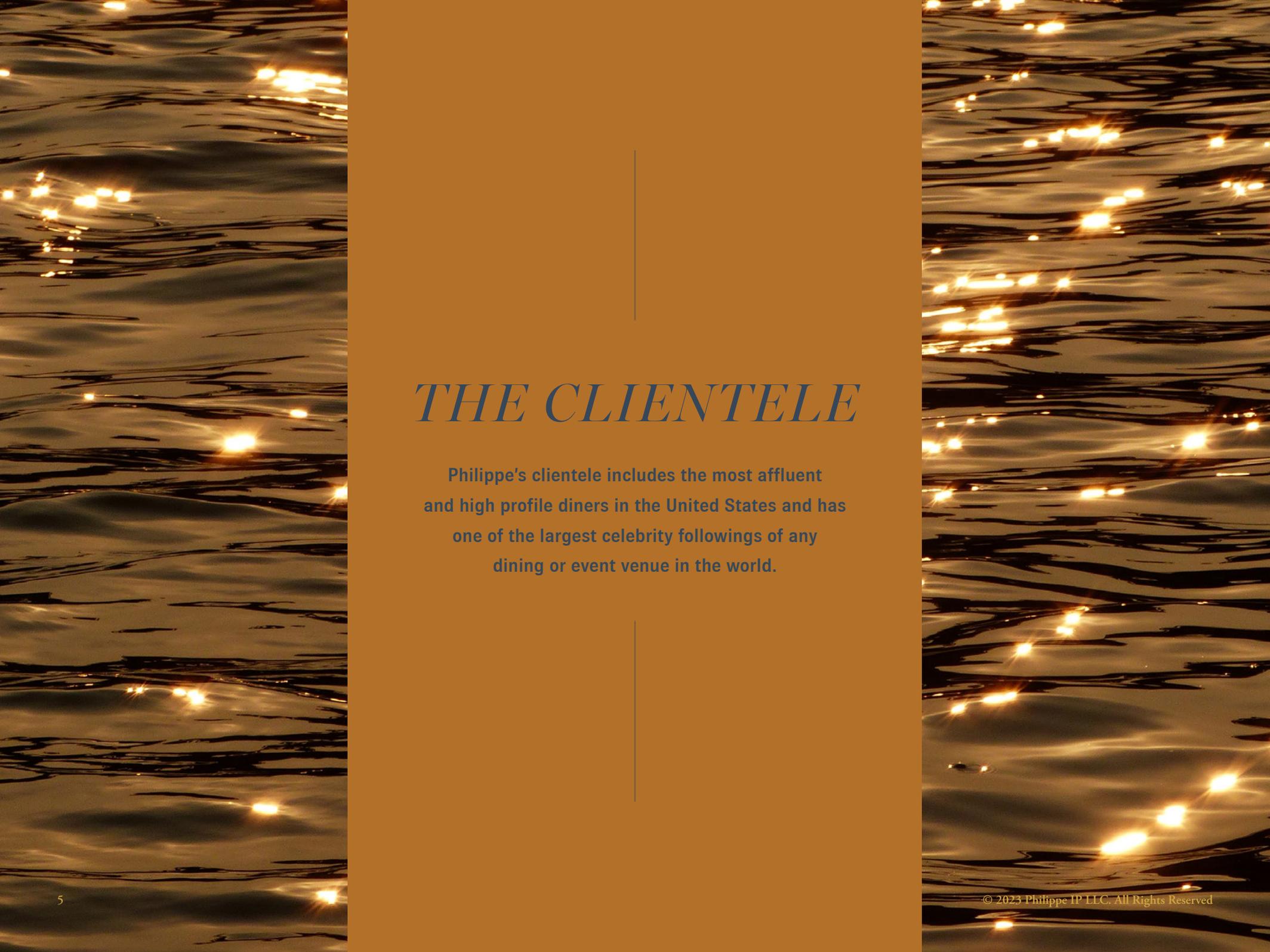
# *THE EXPANSION*

Philippe is in the process of an international expansion with locations to be opened in major metropolitan areas of the The United States, the Americas, Asia, and the Middle East.

# CONCEPT



**Philippe appeals to all generations and cultures in the industries within the higher end of socioeconomic brackets from athletes and Hollywood stars to tech investors and lifestyle influencers.**

The background of the slide is a photograph of water with numerous bright, shimmering reflections of light, likely from the sun or moon, creating a textured, golden-brown effect. The reflections are scattered across the water's surface, which has gentle ripples.

# *THE CLIENTELE*

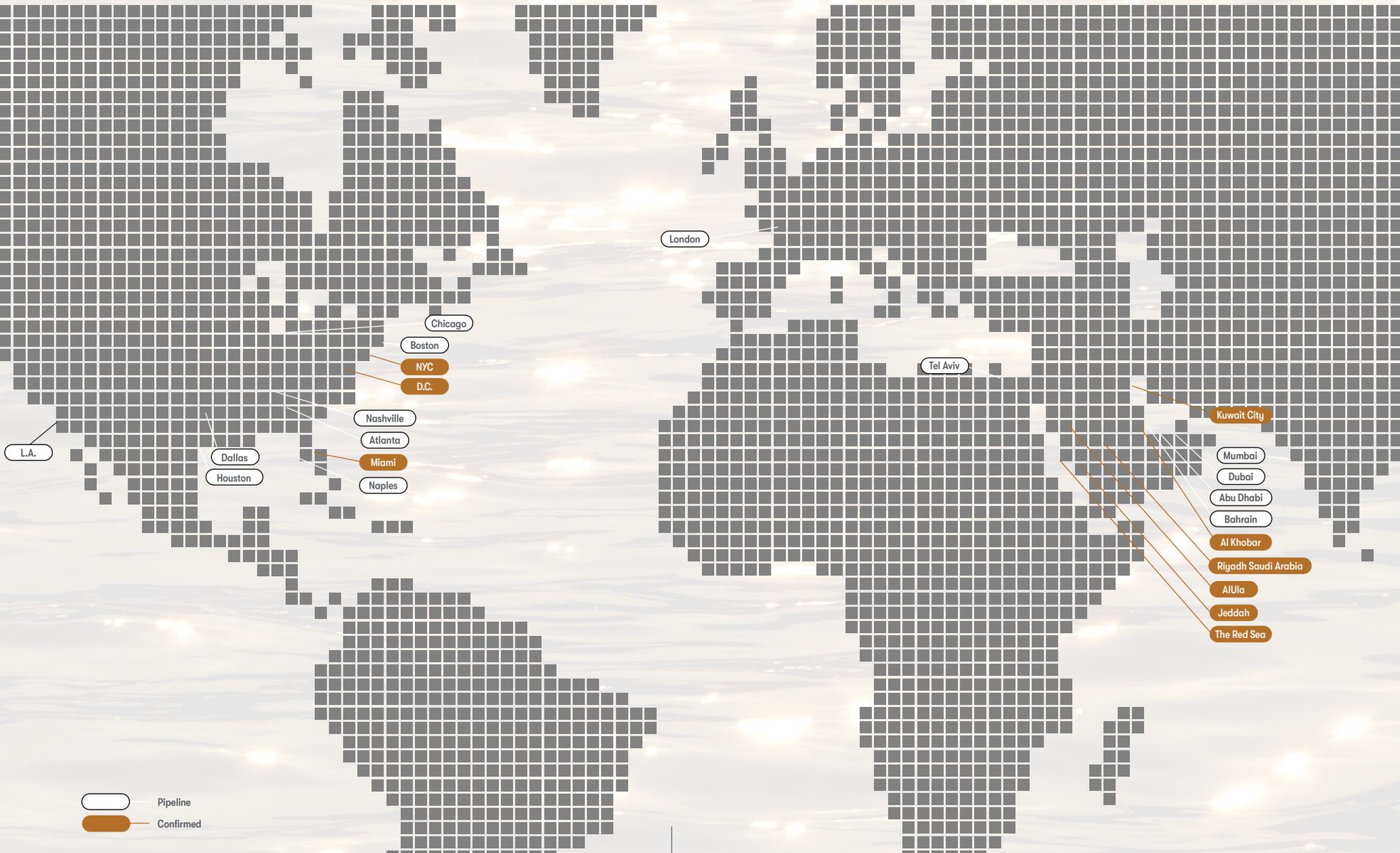
Philippe's clientele includes the most affluent and high profile diners in the United States and has one of the largest celebrity followings of any dining or event venue in the world.

# *PHILIPPE PRESENCE*

A Philippe presence has the unique ability to financially enhance real estate and hospitality properties through the brand's profitability, capacity for driving consumer awareness, and the ability to enhance guests' image of a location associated with a Philippe restaurant.



# LOCATIONS





*CONFIRMED*

NEW YORK  
WASHINGTON, D.C.  
MIAMI

# UPPER EASTSIDE

33 East 60th Street, New York, NY 10065



# *DOWNTOWN*

355 W 16th Street, New York, NY 10011



# WASHINGTON, D.C.

635 Wharf St SW, Washington, D.C. 20024





## *THE TEAM*

Philippe Chow is helmed by a team of seasoned, award-winning industry veterans. Our team makes us uniquely positioned to attract and maintain a devoted following of high-profile guests.

# CHEF PHILIPPE CHOW

**Executive Chef | Partner**

Chef Chow, who was born in China and has been cooking professionally since he was a teenager in Hong Kong, is best known for show-stopping dishes that are as lavish as they are delicious.

With over 30 years of experience in the most sought-after kitchens in the world, Executive Chef Philippe Chow draws upon his classical culinary training and extensive pedigree, creating modern, flavorful and signature dishes including the world-renowned Chicken Satay and Peking Duck.

Chef Chow opened Philippe in December 2005 and it remains a hotspot and staple for a virtual “who’s who” of the music, film and sports industries, not to mention politicians, CEOs and an array of additional New York influencers and local east siders. Regular diners welcomed by Chef Philippe Chow include A-List celebrities like Rihanna, Stephen Curry, Troy Aikman and Carmel Anthony.



# ABRAHAM MERCHANT

## CEO | Partner

Mr. Merchant is the Chairman of the Board of the Company and has been in the food service and hospitality business for over 30 years.

Mr. Merchant has opened and operated over 32 successful New York City restaurants including Art Bar & Lounge, Chicago Blues, Merchants NY, Industry Kitchen, Treadwell Park, and Philippe Chow.

Merchant serves as Managing Director to each restaurant and Merchants Hospitality's affiliated properties. Merchant has opened and operated properties over the last 30 years, continuing to develop multiple real estate and hospitality assets. Merchant leads the experienced management team and a staff of over 800 employees.

Mr. Merchant has co-developed properties and restaurants in New York City and Miami in partnership or association with Brookfield Properties, the New York City Economic Development Committee, and other major institutional and governmental groups. Merchant is credited with helping to restore confidence and rebuilding the Downtown Manhattan community after September 11, 2001 and then again after Hurricane Sandy in 2012 and played an integral part in the rebuilding process. He has guest lectured at Fordham University and is currently a member of the Advisory Board for the hospitality tech firm SEATED.

Previously, Mr. Merchant served as Regional Director for Riese Restaurants, and helped create \$200 million in revenues for one of the largest restaurants, retail, and real estate management companies in New York City.

Merchant lives in Manhattan with his wife and their son and enjoys skiing and playing squash and tennis.



# RICHARD COHN

**Senior Executive Vice President | Chief Financial Officer | General Counsel**

Richard Cohn is a Founding Partner, Chief Financial Officer, General Counsel and Member of the Board of Directors of The Company

Cohn oversees all legal and financial details of the Company. Cohn joined the Company when it was founded in 1986, bringing over 30 years of expertise in legal and financial aspects of the restaurant, hospitality and real estate industry. Cohn's acquired knowledge goes far beyond the essential business aspects necessary to run a successful restaurant and real estate company.

Cohn is responsible for negotiating highly competitive leases, loan documents, partnerships and joint venture documents, franchise agreements, supervising financial deals, reviewing marketing, advertising, and planning materials, heading litigation on issues concerning trademark, union, landlord and tenant, labor, wage and employment, international programs, the State Liquor Authority, and a myriad of administrative aspects inherent in the business.

Cohn's contribution to the Company wildly surpasses each title attributed to him, whether as Partner, Counselor or Executive Management Team Member. It is Cohn's seasoned level of industry specific legal and operational knowledge that allows the Company to successfully operate and expand. Cohn is attributed with building and maintaining the corporate team, ensuring the Company efficiently complies with any and all requisites for its multitude of properties.

Along with Abraham Merchant, President of the Company, Cohn is credited with contributing to the revitalization and renewal of Lower Manhattan after the 9/11 terrorist attacks devastated the area. Cohn has the honor of being appointed by the Hon. Chairman Whitehead to be a member of the Restaurants, Retailers and Small Business Advisory Council to the Lower Manhattan Development Corporation, the State Agency charged with the responsibility to supervise the rebuilding of the World Trade Center site and Downtown Manhattan. Through this capacity, Cohn has interacted with many members of the community who have contributed to the ongoing revitalization. Cohn made the well-known restaurant SouthwestNY at the World Financial Center available on a complimentary basis to host various seminars and presentations conducted by the LMDC, the New York State Economic Development Corporation, the World Trade Center Tenant's Association, The Consortium for Worker Education, and many others. It has been an honor and privilege for Cohn and SouthWest NY to host an annual complimentary buffet for the families of the victims of the 9/11 terrorist attack from 2002 through 2011.

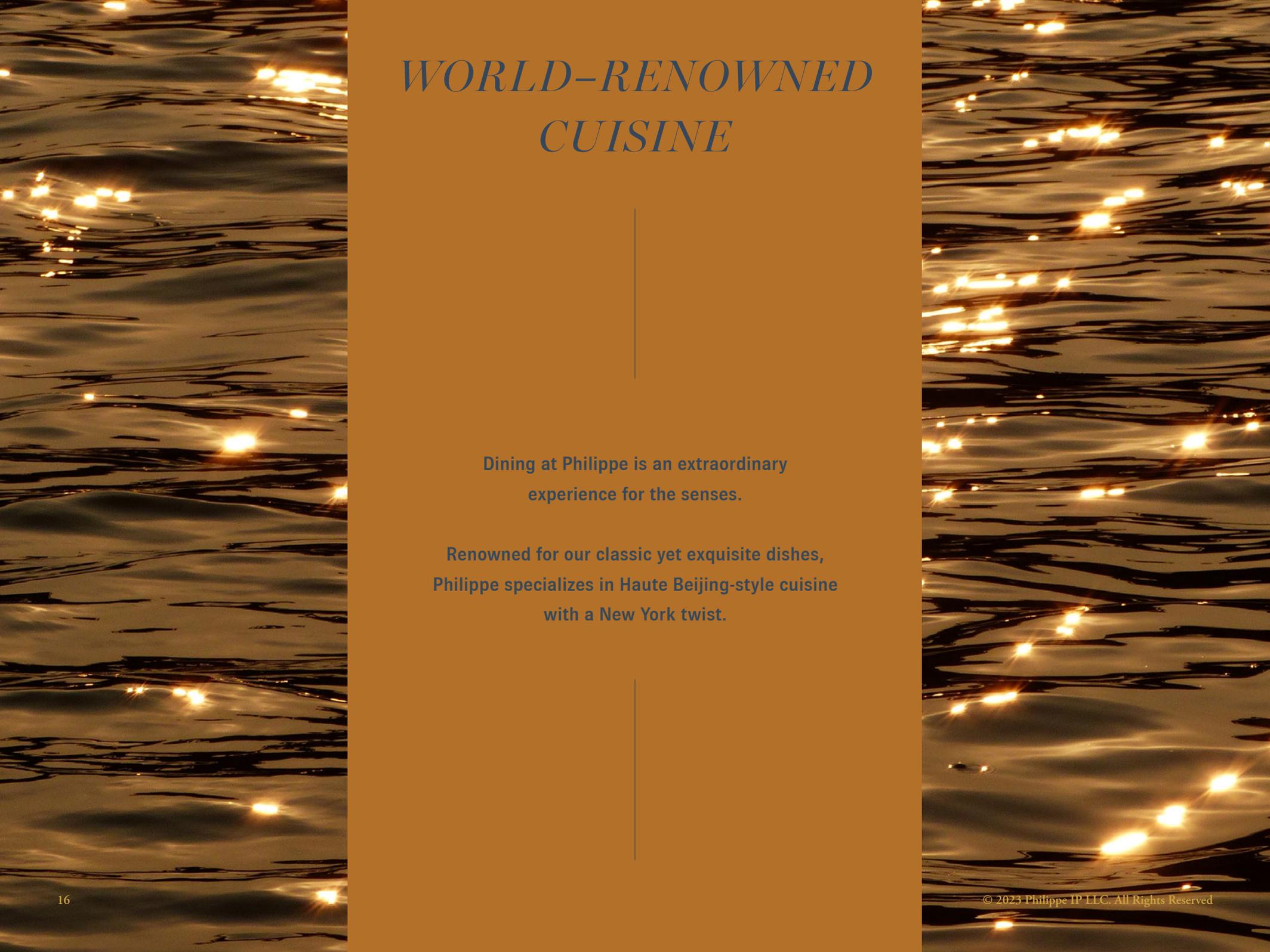
Cohn is the encouragement behind the Company's exploitation of new opportunities to open more successful restaurants in Lower Manhattan where each establishment will become part of bringing back Manhattan and exceeding where it was pre 9/11.

Cohn served as General Counsel for the Riese Organization, the largest privately held restaurant company in the United States. Cohn's experience gained at The Riese Organization included being immersed in the fast-paced business of a commercial landlord with over a hundred commercial store tenants in Manhattan.

Cohn received his Juris Doctorate from New York Law School, located in Tribeca. Cohn continues to be actively involved as an alumnus and is well recognized for his support and sponsorship.

Cohn lives just outside Manhattan with his wife and three sons, who he enjoys cycling and skiing. Cohn competes annually in the NYC Triathlon.



The background of the slide is a vertical strip of water with shimmering light reflections, likely from a sunset or sunrise. The water is dark with bright, golden-yellow highlights that create a textured, shimmering effect. The central text is set against a solid, warm orange-gold background that matches the color of the light reflections in the water.

# *WORLD-RENOWNED CUISINE*

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Dining at Philippe is an extraordinary  
experience for the senses.

Renowned for our classic yet exquisite dishes,  
Philippe specializes in Haute Beijing-style cuisine  
with a New York twist.

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# THE INSPIRATION

Our menu is inspired by various Chinese regional cuisines, including Cantonese and Szechuan, and our ingredients are locally sourced whenever possible. Philippe's priority is to offer sustainable seafood and humanely raised meats.



# THE CUISINE





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## *LUXURIOUS DINING EXPERIENCE*

**Amaze guests with unparalleled service, careful attention to detail, and welcoming hospitality**

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## *CONSISTENCY*

**Ensure guest satisfaction at every step of service, consistently across all guest visit**

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## *PROFESSIONALISM*

**Maintain the highest level of professionalism across the entire Philippe Chow team to ensure flawless delivery of guest experience**

# THE PROJECT

*Philippe*

by Philippe Chow

MIAMI BEACH



## HOURS OF OPERATION

### Lunch Hours

10:00 AM - 3:00 PM

### Outdoor Dinner Hours:

5:00 PM – 12:00

### Indoor Dinner Hours:

5:00 PM – 2:00 AM

# PROPERTY OVERVIEW

Luxury One Ocean residential condo building with 50 units located in the South of Fifth neighborhood. The property is surrounded by high-end retail and residential towers and is just a short walk from the South Pointe Park & the entrance to the beach.



**Total Venue: 13,992 Sf**

**CU 1 & 2 Indoor Area: 10,404 Sf**

**Outdoor Area: 3,588 Sf**

## *VALET PARKING*

Philippe Chow will utilize the services of Caribbean Parking for valet operations at the restaurant. A full-time on-site Manager will be provided, with experience handling the type of services required by Management. Staff will be provided quality trained parking professionals. Valet parking operation requires exceptional service from dependable employees, including effective on-site supervision as has been demonstrated by the valet attendees during observation.

The on-site Parking Manager will supervise all attendees throughout their daily operations. This manager will be experienced in all commercial parking operations, including efficiency, ensuring queuing does not occur on South Pointe Drive to guests visiting Philippe Chow. The availability of designated parking spaces at 125 Collins Ave parking lot in the near vicinity to One Ocean Condominium allows for quick circulation of parking attendants parking cars and allows for less wait times once guests have completed their dining experiences. In addition, patrons are expected to arrive through many modes of transportation such as on foot, ride sharing, cabs, bicycles, or transit. Onsite parking attendants will assist to ensure the steady flow of traffic in front of Philippe Chow throughout daily operations.

# *VALET OPERATIONS*

Hours: 5:00 pm - 2:00 am

Anticipated peak hour staffing: 5 attendants

Valet attendants will utilize the existing three (3) spaces at the entrance of the restaurant along South Pointe Drive. Attendants will park vehicles at the designated parking spaces reserved for restaurant operations. A location site plan has been included below for reference.



## *PRIVATE EVENTS*

Philippe Chow accommodates private events in numerous manners such as corporate gatherings or private events. Private events can be reserved in the restaurant, whether guests would prefer to attend with a large party seated in the main dining room or reserve an exclusive private dining area for a secluded gatherings. Philippe Chow can accommodate these types of requests while maintaining the high-quality level of service that has led the brand to become a well known and successful.

## *ACCESS & SECURITY*

All guests arriving at Philippe Chow will enter through the designated and well-appointed main entrance on South Pointe Drive. At this entrance, there will be a hostess stand at the interior of the entrance stationed to greet as guests arrive. Guests will either be directed to their tables or to the bar area. The main entrance will be located on South Point Drive and will lead all who enter directly to the Host station. Designated areas of the private drive of One Ocean will be utilized as the vendor delivery and staff entrance, which will not be utilized by guests visiting the restaurant. Security cameras will be strategically placed at each entrance and exit to the restaurant, as well as cameras placed throughout the premises for guest and staff safety.

# *NOISE MITIGATION*

In order to reduce any potential adverse impacts from the outdoor seating area or guests within the restaurant, an acoustical consultant will be engaged to ensure Philippe Chow is taking all necessary steps to maintain the goal of becoming a valued neighbor and addition to South Beach. The below recommendations are being incorporated in the design of the restaurant.

- *All music will be played at background level at a level not to exceed 70 dB.*
- *Audio/visual system to be designed by acoustical experts that will ensure speakers are installed for optimal sound within the restaurant, that will also prevent nuisance to the surrounding residential neighbors.*
- *The addition of an outdoor covered trellis and umbrellas is being considered to add an additional layer of sound barrier for any music being played at a background level. Only small speakers will be installed at the exterior seating for background ambient level music.*
- *The design of the restaurant incorporates a decorative ceiling, which will pose as an added barrier for sound to escape.*

## SANITATION

Refuse will be collected on a consistent basis to be scheduled by the operations team. Philippe Chow will coordinate with its refuse vendor to ensure collections are scheduled at designated times to prevent neighborhood disturbances. All refuse will be walked from the trash room located at the rear of the restaurant to the refuse pickup area located along Ocean Court. Staff receiving deliveries and assisting with refuse collection will be trained to keep noise disturbances to a minimum.



## LOADING

Philippe Chow will utilize the existing four (4) commercial loading spaces located along Ocean Drive, which is available from 7AM – 11AM. Well-trained employees will complete loading operations from the designated loading spaces on Ocean Drive to the back of the restaurant.



