

# Cosmopolitan dining experience

THE ENTOURAGE GROUP GOES GLOBAL



**With his empire THE ENTOURAGE GROUP, entrepreneur Yossi Eliyahoo transformed the luxury hospitality market in various European hot spots.**

**And he's far from done.**

I was born and raised in Tel Aviv, a vibrant city that never sleeps. I developed a passion for hospitality from an early age. Starting as a bartender, I quickly worked my way up to restaurant manager. Before long, I was running my own places around the city. I just love the diversity and the dynamics of the industry; no two days are the same. While working for an international hotel chain, I had the chance to start my own company, THE ENTOURAGE

GROUP, in Amsterdam with hotelier and fellow Israeli Liran Wizman. In 2008, high-end restaurant MOMO restaurant, bar and lounge was my first endeavour. IZAKAYA Asian Kitchen&Bar, THE DUCHESS, MR PORTER and THE BUTCHER followed a few years later. We've since branched out to European hot spots such as Barcelona, Berlin, Ibiza, Manchester and Munich. Even though our concepts vary, they all share a classy, cosmopolitan vibe. Our places are high-end, but also open and informal. It's not just about the food for us; it's about the entire dining experience. Dressing up and being part of a vibrant scene – where you can interact with others and be surprised – is the most important aspect for us. We want to give our customers a different experience

every time, while being consistent in the level of service we offer.

## **Cultural and culinary capital**

Excellent service, great value for money and no cutting corners are in our DNA. One of the most important things I've learnt is that there are no shortcuts when running a business. You have to stay on your toes and invest; you can't sit back and let it run by itself. We've got a lot of exciting projects in the pipeline. We're looking at opening MR. PORTER in London and Dubai, and a contemporary Mexican concept in Amsterdam. THE BUTCHER is also expanding, since it's such a strong, attractive and easy concept to develop. To me, London is the capital of the cultural and culinary world, so I can't wait to join the scene there and make our mark.

