















CHOTTO
MATTE

A UNIQUE OPPORTUNITY

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CHOTTO MATTE CONCEPT



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 hand garnishing a dish. The chef is wearing a dark, textured jacket with visible buttons. The dish is a stack of seared fish fillets on a dark rectangular plate, topped with orange slices, white onions, and fresh green herbs. The background is dark and out of focus, showing a blurred figure of another person in a kitchen setting.

“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

WHY PARTNER WITH CHOTTO MATTE

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 as a destination

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, and new locations opening in Doha and Riyadh in 2021 and 2022 respectively

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. The Doha and Riyadh outlets are on track to open in 2021.

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 with Chotto Matte Doha expected to open in 2021.

The restaurant group has signed its first franchise agreement to take Chotto Matte to Riyadh, Saudi Arabia. The strategic move will act as a platform for further growth in the region.

EXPERIENCE

FOUNDER

Chotto Matte
Black Roe
Fucina
Mews of Mayfair
Ping Pong

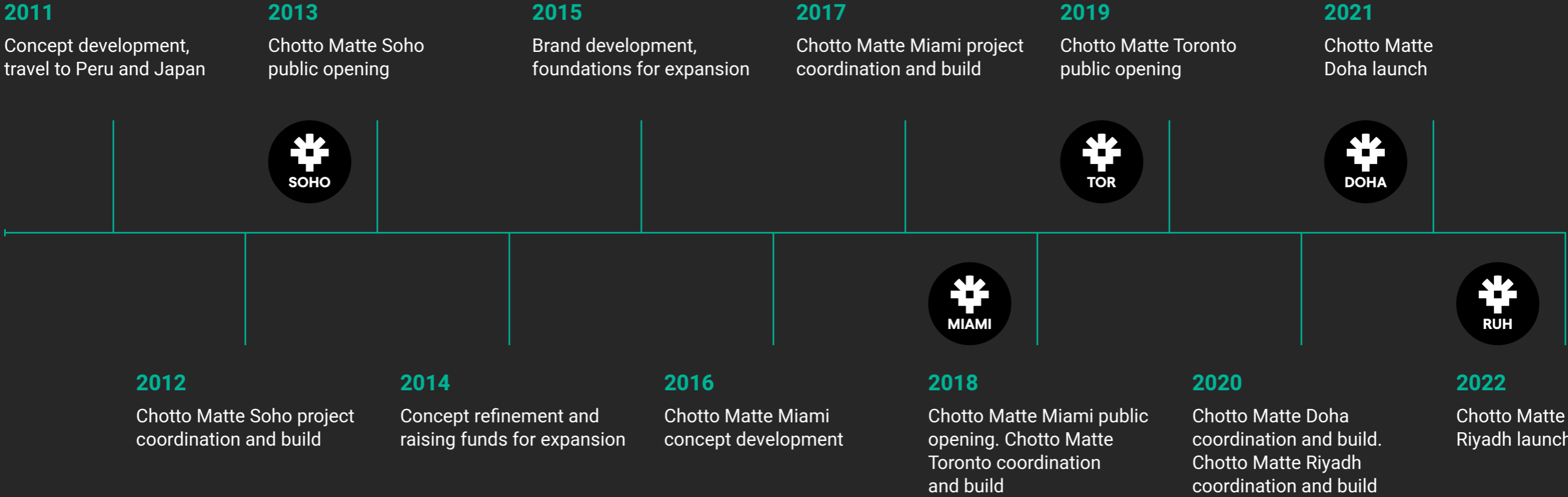
GROUP DIRECTOR

Nobu

CONSULTANCY & CONCEPTS

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

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



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.



To request a copy of our full franchise pack please contact jamie@nzs-group.com