



# WHAT'S ON

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## AWARDS 2017

ABU DHABI



TUESDAY OCTOBER 24, 2017  
YAS VICEROY, YAS ISLAND, ABU DHABI

## POST-EVENT REPORT

**THE REGION'S FAVOURITE RESTAURANT, LEISURE & ENTERTAINMENT AWARDS**



@WhatsOnAbuDhabi #WOawards WhatsOn.ae



# THANK YOU



Motivate would like to extend a huge thank you to all the guests and sponsors for their contribution in making What's On Awards Abu Dhabi a big success.

We hope you enjoyed yourself thoroughly and we look forward to working with you again in the near future.

Motivate Events Team



# YOU ARE INVITED....

More than 400 guests, including industry leaders from across Abu Dhabi, attended the gala dinner and awards ceremony at Yas Viceroy.

## DIGITAL ARTWORK

- SAVE THE DATE
- E-INVITE
- SEE YOU TONIGHT





# THE VENUE



## YAS VICEROY, ABU DHABI

A premier hotel on Yas Island, Yas Viceroy offers exceptional services and spectacular views of the Yas Marina Circuit.

With 11 dining and lounge venues showcasing cuisine from all corners of the globe, including lavish Mediterranean choices, house-made Italian pasta and Southeast Asian specialties, this hotel was the perfect venue to celebrate Abu Dhabi's best leisure and entertainment professionals.





# PINK CARPET GLAMOUR





# PINK CARPET GLAMOUR





# EVENT BRANDING





# SPONSOR



## STOCKYARD & COUNTRY HILL

On behalf of Stockyard and Country Hill, Maria Luisa Panzica La Manna, Business Development Manager at Country Hill International, awarded the following three categories:

- Favourite Steakhouse was awarded to ***The Capital Grill***
- Favourite Thai Restaurant was awarded to ***Sontaya, St Regis Saadiyat Island Resort***
- Favourite The Americas Restaurant was awarded to ***Chamas, InterContinental Abu Dhabi***





# SPONSOR



## RONAI

Gavin Dodd, Managing Director at Ronai, awarded the following three categories:

- Favourite Chinese Restaurant was awarded to **Shang Palace, Shangri-La Hotel**
- Favourite French Restaurant was awarded to **Bord Eau, Shagri-La Hotel**
- Favourite International Restaurant was awarded to **Sofra BLD**



# SPONSOR



## HORECA

our official water sponsors for What's On Awards Abu Dhabi provided Acqua Panna water and S. Pellegrino to guests throughout the evening.





# SPONSOR



Flower partners **EVENTS LIBRARY** produced beautifully designed fuchsia centerpieces for the evening.





# SPONSOR

**WHAT'S ON  
AWARDS 2017** ABU DHABI

## FAVOURITE JAPANESE RESTAURANT

**Café Sushi, Fairmont Bab Al Bahr**



**WHAT'S ON  
AWARDS 2017**

## FAVOURITE ITALIAN RESTAURANT

**Roberto's, The Galleria**



**WHAT'S ON  
AWARDS 2017**

## FAVOURITE DAY OUT

**Orange Wheels**



**WHAT'S ON  
AWARDS 2017**

## FAVOURITE SPORTING EVENT

**HSBC Abu Dhabi Golf Championship**



Aside from providing excellent service and hosting the What's On Awards Abu Dhabi for a third year in a row, **YAS VICEROY** were also sponsors of four categories.

**Deli Mwenze**, Marketing Manager at Yas Viceroy, gave out the awards for the following categories:

- Favourite Day out presented to **Orange Wheels**
- Favourite Sporting Event presented to **HSBC Abu Dhabi Championship**
- Favourite Italian Restaurant presented to **Roberto's, The Galleria**
- Favourite Japanese Restaurant presented to **Café Sushi, Fairmont Bab Al Bahr**





# SPONSOR



Our official vote processing partners for the awards, **JACOBSON'S DIRECT**, sponsored three categories on the evening. Mr Akram Raffoul, Partner and Executive Director, presented the awards:

- Favourite Modern European Restaurant presented to **Bentley Kitchen**
- Favourite Pan-Asian Restaurant presented to **Cho Gao, Crowne Plaza Abu Dhabi**
- Favourite Seafood Restaurant presented to **Fishmarket**



# SPONSOR



Our beverage partners for the event, **Gray McKenzie & Partners**, sponsored five categories on the night. Adham Amer, General Manager at GMP, presented the awards to the following winners:

- Favourite Ladies' Night presented to **Stills Bar and Brasserie, Crowne Plaza Yas Island**
- Favourite Bar presented to **Tamba**
- Favourite Nightclub presented to **Empire**
- Favourite Brunch presented to **Olea Restaurant, St Regis Saadiyat Island Resort**
- Favourite Middle Eastern Restaurant presented to **Ornina Oriental**





# NOMINEE BRIEFING



The registration briefing took place on **May 17th** at **Yas Viceroy Hotelat Yas Island**. The outlets were invited to be informed about the process for participating and registering for the What's On Awards Abu Dhabi.

The briefing consisted of introduction to the *What's On* team, the 2017 awards process, deadlines and how to use the collateral. The material was shared with them at the briefing and was made available throughout the voting process on the website.

# VOTING PROCESS

**NOMINEE**

**WHAT'S ON AWARDS 2017**

THE REGION'S FAVOURITE RESTAURANTS, LEISURE & ENTERTAINMENT AWARDS

TO BE COMPLETED BY THE OUTLET

NAME OF OUTLET: \_\_\_\_\_

CITY: ☐ ABU DHABI ☐ DUBAI

CATEGORY: (ONE CATEGORY PER SLIP) \_\_\_\_\_

NAME OF HOTEL (IF APPLICABLE): \_\_\_\_\_

DATE: \_\_\_\_\_

NUMBER OF DINERS/CUSTOMERS: \_\_\_\_\_

For more information, contact  
What's On team on:  
Abu Dhabi: [whatsonad@motivate.ae](mailto:whatsonad@motivate.ae)  
Dubai: [whatsondb@motivate.ae](mailto:whatsondb@motivate.ae)  
For voting terms and conditions, visit  
**WhatsOn.ae**

**NOMINEE**

**WHAT'S ON AWARDS 2017**

**VOTE NOW**

THE REGION'S FAVOURITE RESTAURANTS, LEISURE & ENTERTAINMENT AWARDS

Complete the voting slip and return it to the outlet management. Only one vote per slip.

YOUR DETAILS

MRS ☐ MISS ☐ OTHER ☐ \_\_\_\_\_

FIRST NAME: \_\_\_\_\_

FAMILY NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

OR VOTE ONLINE  
**WhatsOn.ae**

WhatsOnDubai WhatsOnAbuDhabi #WOnAwards

**THE VOTING PROCESS**

**AT THE OUTLET**  
Customers can complete the voting slip presented with their bill if they believe your outlet to their favourite in its selected category.

**VOTING BREAKDOWN**

- Each bill contains one voting slip. Before voting slips are given, a staff member must complete the slip and mark it to be completed by the outlet including the date and number of customers.
- The customer is the only one who can complete the voting slip and return it to the staff member. One vote per customer per category will be counted.
- Voting slips should be sent each week directly to the below delivery address:  
Mubashir Fakhry, Jacobsons Direct  
M-Block, Block B, Al Waslani Building, Karama, Dubai  
General Email: [info@jacobsons.ae](mailto:info@jacobsons.ae)  
Telephone: +971 4 3377777
- All voting slips must be submitted to Jacobsons no later than: **Sun 10 September 11**. Any voting slips received after this time and date will not be counted.
- Please ensure the physical voting slip per outlet and per category without plastic wraps (rubber bands/paper clips) to be used.
- Please ensure no receipt/bills are attached to the voting slips.
- For restaurants with more than one category, 1 voting slip must be completed per category.
- Blank, incorrect and photocopied voting slips will not be counted.

**ONLINE VOTING**  
Visitors who are unable to complete a voting slip at the outlet can log onto [WhatsOn.ae](http://WhatsOn.ae) and vote.

- Votes can only be cast by users with a valid e-mail address.
- Online votes are downloaded directly from the website by the official votes processing partner.

**THE VOTING PROCESS DETAILS**

All votes will be cross-verified by our official votes processing partner, Jacobsons Direct. Customers can vote once per category whether this is done via the voting slip or online.

The first vote, verified by date and time, will be the vote counted.

**THE VOTING PACK**  
We have created your voting pack to ensure you can maximize the number of votes for your outlet. However, if you are unable to display these materials, please contact us at:  
Abu Dhabi: [whatsonad@motivate.ae](mailto:whatsonad@motivate.ae)  
Dubai: [whatsondb@motivate.ae](mailto:whatsondb@motivate.ae)

**YOUR PACK CONTAINS**

- Voting Slips
- Table Tent Cards
- Business Cards

**ADDITIONAL COLLATERAL**  
Additional collateral can be purchased, costs are outlined below:

	Quantity	Price
Voting Slips	1000	AED 100
Table Tent Cards	1000	AED 100
Business Cards	1000	AED 100

**FOR THE FULL LIST OF THE WHAT'S ON AWARDS 2017 TERMS AND CONDITIONS, PLEASE VISIT WHATSON.AE**

**HOW TO USE YOUR VOTING PACK**

**VOTING SLIPS**  
To be handed to the customer with the bill. All voters must complete their contact details for counting purposes.

**TABLE TENT CARDS**  
To be placed on table or bar tops, one unit per table.

**BUSINESS CARDS**  
To be handed to the customer with the bill.

## VOTING PROCESS

### VOTING SLIPS

What's On Awards Abu Dhabi registrants consisted of bars, restaurants, cafés, spas, nightclubs and events. Voting took place from **July 26 to September 28, 2017**.

Registered outlets were able to promote their participation to their customers online and through printed voting slips. The voting packs were provided to those outlets that requested them, and consisted of tent cards, voting slips and business cards.

Once voting was closed on **September 28, 2017**, all online and printed slips were sent to Jacobsons Direct, our auditing partner who checked and verified all votes. Top three outlets in each category were then invited to the What's On Awards Abu Dhabi on October 24, 2017, where the final winner was announced.

The 'Leisure and Below 400 Restaurants' categories were pre-awarded two weeks prior to the event.



### TABLE TENT CARD



### BUSINESS CARDS



# PRE-EVENT COVERAGE

## NOMINATION CAMPAIGN



The 'Enter Now' advert was placed in:

**What's On Dubai**  
July 2017

**Golf Digest Middle East**  
July 2017

**What's On Abu Dhabi**  
July 2017

**good**  
July 2017

**Gulf Business**  
July 2017

**identity**  
July 2017

**Stuff Middle East**  
July 2017

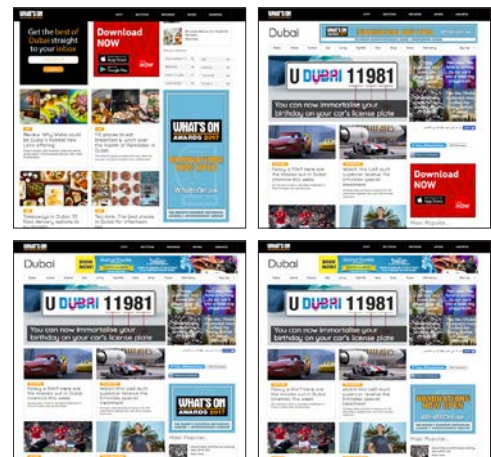
**The Week**  
July 1, 2017 Issue  
July 8, 2017 Issue  
July 15, 2017 Issue  
July 22, 2017 Issue  
July 29, 2017 Issue

**Campaign Middle East**  
July 9, 2017 Issue  
July 16, 2017 Issue

## PRINT

The registration digital banners ran across the following sites from **June 2 to June 30, 2017.**

- **WhatsOn.ae**
- **EmiratesWoman.com**
- **GulfBusiness.com**
- **StuffMidEast.com**
- **CampaignMe.com**



## DIGITAL BANNERS

## E-MAILER



# PRE-EVENT COVERAGE

## VOTING CAMPAIGN

### PRINT



The 'Vote Now' advert was placed in:

**What's On Dubai**  
August 2017

**Golf Digest Middle East**  
August 2017

**What's On Abu Dhabi**  
August 2017

**good**  
August 2017

**Gulf Business**  
August 2017

**identity**  
August 2017

**Stuff Middle East**  
August 2017

**The Week**  
August 5, 2017 Issue  
August 12, 2017 Issue  
August 19, 2017 Issue  
August 26, 2017 Issue

**Campaign Middle East**  
August 6, 2017 Issue  
August 20, 2017 Issue

## NEWSPAPER

The 'Vote Now' advertisement was placed in:

**Gulf News - July 19**

**Khaleej Times - July 18**



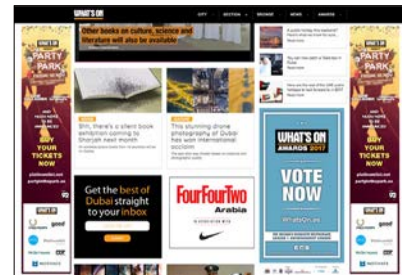


# PRE-EVENT COVERAGE

## VOTING CAMPAIGN

The 'Vote Now' digital banners ran across the following sites from **July 1 to August 31, 2017**

- **WhatsOn.ae**
- **EmiratesWoman.com**
- **GulfBusiness.com**
- **StuffMidEast.com**
- **CampaignME.com**



**HALF PAGE**  
**488,123 IMPRESSIONS**



**MPU**  
**20,000 IMPRESSIONS**



**LEADERBOARD**  
**522,394 IMPRESSIONS**



**FITNESS FIRST**  
**SCREENS**



## E-MAILER

E-mail blasts were sent to the *What's On* database of over 95,000 in June, July, August, September, October & November.



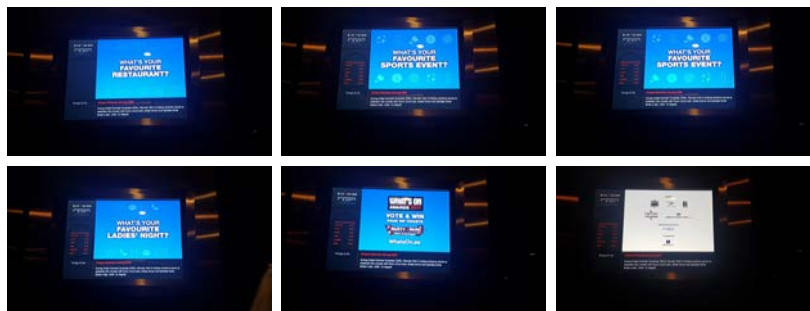
**MOBILE BANNER**

# PRE-EVENT COVERAGE

## VOTING CAMPAIGN

### CINEMA AD

Cinema ads were shown across VOX cinemas from July to August.



### ELEVISION

The campaign ran across the Elevision lift advertisement platform across their DMC and Business Bay network from June 1 until August 31.

### RADIO AD

The radio ad was aired on Dubai 92 from July 15 to August 12.



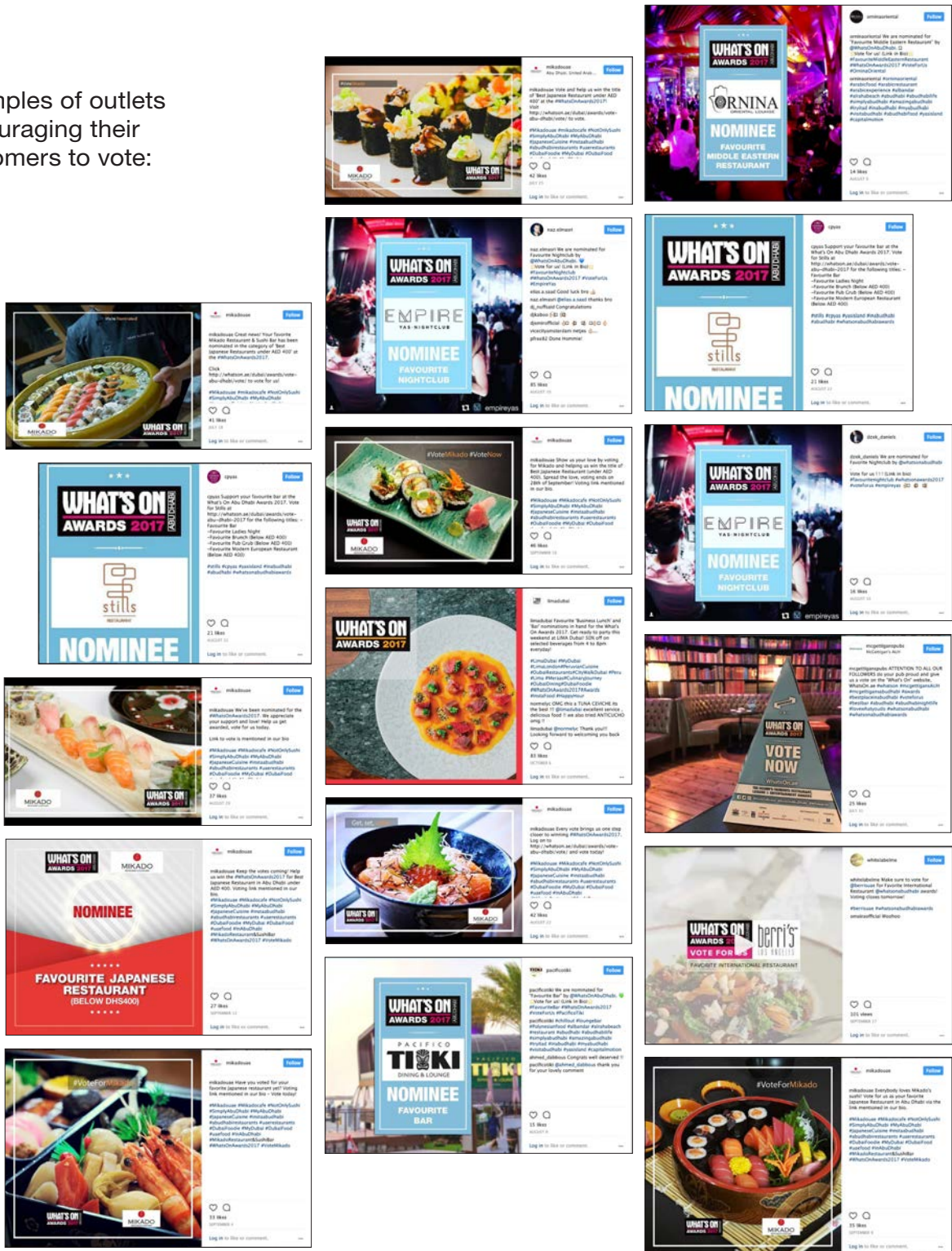
***What's your favourite restaurant in Dubai?  
Your favourite brunch? What about your  
favourite ladies night?  
Vote now in the What's On Awards and win  
four VIP tickets to Party in the Park.  
Voting is easy. Go to whats on dot ae.  
What's On, the UAE's best-selling  
entertainment magazine. On sale now.***





# VOTING PROMOTION

Examples of outlets encouraging their customers to vote:





# THE WINNERS



What's On Restaurant of the Year  
**Tamba**



What's On Chef of the Year  
**Marshall Roth, Butcher & Still**



What's On Indie Restaurant of the Year  
**Art House Café**



What's On Newcomer of the Year  
**Coya**



Favourite Day Out  
**Orange Wheels**



Favourite Sporting Event  
**Abu Dhabi HSBC Championship**



# THE WINNERS



Favourite Concert  
**Coldplay**



Favourite Festival  
**Yasalam**



Favourite Ladies' Night  
**Stills Bar**



Favourite Bar  
**Tamba**



Favourite Nightclub  
**Empire**



# THE WINNERS



Favourite Healthy Eating Restaurant  
**Zest**



Favourite Café  
**Lobby Lounge, Fairmont Bab Al Bahr**



Favourite Business Lunch  
**English Todd Olives**



Favourite Pub Grub  
**Belgian Beer Café**



Favourite Brunch  
**Olea, St Regis**



# THE WINNERS



Favourite Middle Eastern Restaurant  
**Ornina Oriental**



Favourite Chinese, French  
& International Restaurant  
**Shang Palace, Sofra, & Bord Eau**



Favourite Italian Restaurant  
**Roberto's**



Favourite Japanese restaurant  
**Café Shushi**



Favourite Modern European Restaurant  
**Bentley Kitchen**



# THE WINNERS



Favourite Pan-Asian Restaurant  
**Cho Gao Restaurant and Lounge,  
Crowne Plaza Abu Dhabi**



Favourite Seafood Restaurant  
**Fishmarket, InterContinental**



Favourite Steakhouse  
**The Capital Grill, Dusit Thani Abu Dhabi**



Favourite Thai Restaurant  
**Sontanya**



Favourite The Americas Restaurant  
**Chamas, Intercontinental**





# THE WINNERS

## PRE-AWARDED (BELOW DHS400)



Favourite International Restaurant  
**c. Taste, Centro Capital Rotana**



Favourite Indian Restaurant  
**Kebabs & Kurries**



Favourite Hair Salon  
**Tara Rose Hair and Beauty Salon**



Favourite Steakhouse  
**Choice Cut**



Favourite Chinese Restaurant  
**Dai Pai Dong**



Favourite French Restaurant  
**Le Beaujolais**





# THE WINNERS

## PRE-AWARDED (BELOW DHS400)



Favourite Spa  
**Ibtisama**



Favourite Middle Eastern Restaurant  
**Kamoon Restaurant**



Favourite Brunch  
**Amerigos**



Favourite Italian Restaurant  
**Pizza Di Rocco**



Favourite Nail Bar  
**Nails the Modern Manicure Studio**







# THE WINNERS

## PRE-AWARDED (BELOW DHS400)



Favourite Fitness Club  
**Fitness First Abu Dhabi Mall**



Favourite The Americas Restaurant  
**Famous Dave**



Favourite Pan-asian Restaurant  
**Max's Restaurant**



Favourite Japanese Restaurant  
**Sushi Central**



Favourite Modern European Restaurant  
**Stills Bar**

# WINNERS ANNOUNCEMENT



Announcement published in *What's On Abu Dhabi* (November 2017) and in *Whats On Dubai* (November 2017).

Badges sent to all winners.

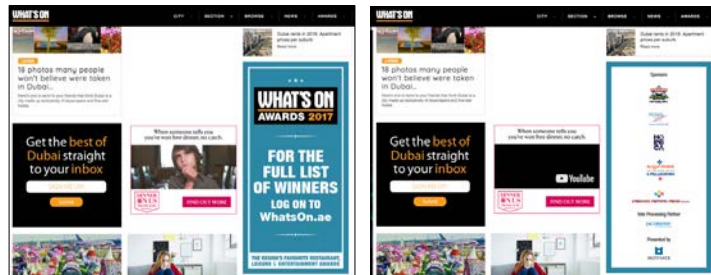




# POST-EVENT COVERAGE

## WINNERS ANNOUNCEMENT

Digital banners were uploaded on *What's On* website with over 317,000 impressions. E-mailers sent to our *What's On Dubai* database announcing the winners for 2017.



**HALF PAGE**  
**84,758 IMPRESSIONS**



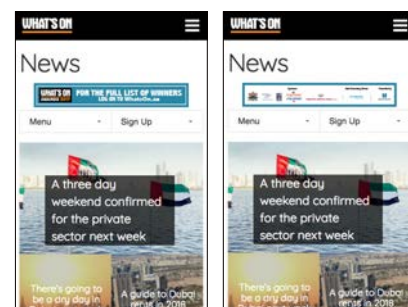
**MPU**  
**38,453 IMPRESSIONS**



**LEADERBOARD**  
**192,210 IMPRESSIONS**



**E-MAILER**



**MOBILE BANNER**

## SOCIAL MEDIA





# POST-EVENT COVERAGE

EDITORIAL  
COVERAGE

**WHAT'S ON  
ABU DHABI**

**NOV 2017**

# 2017 AND THE WINNERS ARE...

THE VOTES ARE IN AND NOW THE WINNERS  
OF THE 2017 WHAT'S ON ABU DHABI AWARDS  
CAN BE REVEALED. HERE ARE THE CITY'S BEST  
SPAS, RESTAURANTS, BARS, CONCERTS AND  
MORE, AS CHOSEN BY OUR ARMY OF READERS



# POST-EVENT COVERAGE

## EDITORIAL COVERAGE

**WHAT'S ON  
ABU DHABI**

**NOV 2017**



### THE BIG WINNERS

**WHAT'S ON  
AWARDS 2017**

ON RESTAURANT OF THE YEAR

#### RESTAURANT OF THE YEAR **Tamba**

High-end Indian Tamba takes our main award, thanks to its brilliantly-varied and ever-changing menu, which constantly tries to improve its offering. It added new dishes throughout the year, created special menus for Ramadan and Diwali and has a lively ladies' night. The staff are exceptional as well and know the intricacies of the meals on offer. It's high-end but with a relaxed vibe – it's inclusive, not exclusive. Everyone in Abu Dhabi loves Tamba.



#### CHEF OF THE YEAR **Marshall Roth, Butcher And Still**

Roth has made this 1920s Chicago, prohibition-themed steakhouse in the Four Seasons one of our go-to places in the capital. His steaks are some of the best we've tried, but the ambitious menu has so much more to offer. Roth just launched a new lunch selection that even has a hot dog on it (and a very good one at that). His desserts are also sublime – his key lime pie is our editor Andy's favourite dessert in the city. Most importantly, though, his food fits the restaurant's concept perfectly.



#### NEWCOMER OF THE YEAR **Coya**

The pan-Latino opened in March in the capital and it's as good as the one in Dubai, in terms of service, food and decor. Menu highlights for us include the selection of Peruvian tiraditos, small dishes such as wagyu beef tataki with cashew nut purée, and mains including lamb chops. They also host great themed parties, including one on Halloween, and also held a Marco Polo solo art exhibition in September. Coya thinks outside the box and it has been a massive hit in Abu Dhabi.



#### INDIE RESTAURANT OF THE YEAR **Art House Café**

A cool café attached to the Etihad Modern Art Gallery, this Emirati-owned eatery uses meat from Abu Dhabi farms, while pieces of art by local talents hang from the walls. All the furniture is recycled (think tables made out of trays, trolleys, oil drums) and Khaled Seddiq Al Mutawa, the owner, wants to teach Emiratis and expats about recycling. It also hosts events, such as a night market, and is very community driven – it has offered discounts to cyclists in the past. A real community place.

11.2017\_What's On\_85

WHAT'S ON AWARDS 2017 // THE BIG WINNERS





# POST-EVENT COVERAGE

## EDITORIAL COVERAGE

### WHAT'S ON ABU DHABI

NOV 2017

WHAT'S ON AWARDS 2017 // BEST RESTAURANTS ABOVE DHS400



#### RESTAURANTS ABOVE DHS400

##### FAVOURITE BRUNCH

**Olea, St Regis Saadiyat Island**

Called the Epicurean, you get quality and quantity here on a Friday, including Mongolian barbecue, tandoori ovens, Italian pentolo and more.

##### FAVOURITE CHINESE RESTAURANT

**Shang Palace, Shangri-La Hotel**

The mighty Shang has stood the test of time in the capital, and the previous What's On Awards winner is back among the gongs this year, beating the equally mighty Hakkasan to the trophy.

##### FAVOURITE FRENCH RESTAURANT

**Bord Eau, Shangri-La Hotel**

It was a bit of a shock when the multi-award winning, fine-dining masterpiece that is Bord Eau didn't win last year, but it's also no surprise to see it back among the trophies this time.

##### FAVOURITE INTERNATIONAL RESTAURANT

**Sofra BLD, Shangri-La Hotel**

An all-day dining restaurant you'd actually consider taking family to on a visit (the food is that good). The Friday brunch here also remains ever crowded.

##### FAVOURITE ITALIAN RESTAURANT

**Roberto's, The Galleria**

One of Abu Dhabi's finest Italian restaurants, with a cracking alfresco area overlooking the waters near downtown, its Crudo Bar serves some of the best seafood in the capital. The pizzas are pretty special as well.



Ornina Oriental, Al Bandar

##### FAVOURITE JAPANESE RESTAURANT



**Café Sushi, Fairmont Bab Al Bahr**

How do you quickly make a name for yourself in the city's ever-growing Japanese scene? Employing a chef who used to work at Zuma is certainly one way to go about it. Not surprisingly, the miso cod served here is an absolute belter.

##### FAVOURITE MIDDLE EASTERN RESTAURANT

**Ornina Oriental, Al Bandar**

The name suggests this should be an Asian restaurant, but Ornina Oriental actually serves high-quality Arabic and Middle Eastern dishes. A unique exterior and awesome views

of the ocean around Yas complete the package and make for a worthy winner.

##### FAVOURITE MODERN EUROPEAN RESTAURANT

**Bentley Kitchen, The Galleria**

A former winner, Bentley's dishes are sophisticated and often add clever touches to classics (Nicoise salad with pepper crusted tuna, or the no-rice risotto with potato and mushroom).

##### FAVOURITE PAN-ASIAN RESTAURANT

**Cho Gao Restaurant & Lounge, Crowne Plaza Abu Dhabi**

Cho Gao has been rammed for years, in part because it proves you don't have to pay five-star prices to get five-star Asian food. We're big fans of their Mie Goreng Indonesian noodles.

##### FAVOURITE SEAFOOD RESTAURANT

**Fishmarket, InterContinental**

Another oldie but a goldie – Fishmarket is possibly the oldest restaurant in Abu Dhabi

and the novelty value comes from ordering your food by the kilo. Situated near the hotel's Marina, the alfresco area is a delight during winter as well.

##### FAVOURITE STEAKHOUSE

**The Capital Grill, Dusit Thani**

The Dusit Thani's steakhouse has come close in the voting before, but this year it finally goes home with the top gong, and what a worthy winner it is as well. The sleek décor evokes TV's *Mad Men*, but there's nothing mad about the food here – it's just consistently very good, from the drool-worthy 72 hour-cooked barbecue brisket, to the wagyu burgers and the gigantic steaks.

##### FAVOURITE THAI RESTAURANT

**Sontaya, St Regis Saadiyat Island**

We're starting to sound like a broken record, but once again Sontaya walks away with the trophy for best Thai. Veggies are well catered for, and its main dishes, such as the caramelised chilli and lemon grass salmon, are some of the finest you'll try in the capital. Add to it some incredibly jaw-dropping surroundings on Saadiyat and you have a natural winner.

##### FAVOURITE THE AMERICAS RESTAURANT

**Chamas, InterContinental**

Chamas' unique serving system of green and red signs (to tell the staff to continue bringing you meat or to stop) makes it one of the main reasons WWwe're victims of the Abu Dhabi stone – we never, ever want to turn our sign red. The jovial atmosphere, fun staff and high-quality meat on offer make this exceptional value and a go-to place for many in the capital, time and time again.

36\_What's On\_11.2017

# POST-EVENT COVERAGE

## EDITORIAL COVERAGE

**WHAT'S ON  
ABU DHABI**

**NOV 2017**



### BEST ENTERTAINMENT & EVENTS

#### FAVOURITE BAR **Tamba**

The high-end Indian in the WTC Mall walks away with its second award. Tamba gets creative with its cocktails, has an ever-popular alfresco bar (with great views of downtown) and a vibrant ladies' night. It's a worthy winner.

#### FAVOURITE DAY OUT



#### **Orange Wheels**

An activity centre in Al Wahda Mall that gives tots and tweens a space to play, climb, exercise, create and imagine, Orange Wheels romped home with a huge number of votes. It features a soft play area catering for younger children, while the main playground has slides, obstacle courses, mazes and three trampoline capsules for older guests. Inside you'll also find The Village, complete with costumes and accessories to encourage role-play, and an art studio. It's a venue that's popular with *What's On* staff and their kids.

#### FAVOURITE CONCERT **Coldplay**

The British indie rock legends played a New Year's Eve concert that is talked about almost as much as their legendary gig in the rain at Emirates Palace a few years back. Chris Martin and co saw in the New Year in style on Yas Island at the du Arena.



Coldplay



Tamba

#### FAVOURITE NIGHTCLUB **Empire**

Last year's winner Mad has some competition – Empire opened this summer right next door to the Yas Viceroy and proved an instant hit, thanks in part to its great mix of events (R&B evenings, Arabic evenings, ladies' nights), plus a state-of-the-art LED and sound system.



Yasalam

#### FAVOURITE SPORTING EVENT **HSBC Abu Dhabi Golf Championship**

The best thing about golf in Abu Dhabi? You don't have to be an expert to have a great time here. The Championship Village is ever popular with families, and if you are a follower of the sport, you can get up close and see the likes of Rickie Fowler and Rory McIlroy on the fairways and greens. One of the capital's biggest sporting events is a deserved winner. Not been before? Next year's takes place from January 18 to 21 at Abu Dhabi Golf Club.

#### FAVOURITE LADIES' NIGHT **Stills, Crowne Plaza Yas Island**

You just can't beat Stills – it's rammed most nights of the week, is the place to go before a gig at the du Arena, and its ladies' night always impresses, with great DJs and drinks deals.

#### FAVOURITE FESTIVAL **Yasalam**

Last year's F1 gigs on Yas were a great mix of legendary, modern and superstar – US rapper Pitbull, legendary singer Lionel Richie, Rihanna, and UK DJs The Chemical Brothers kept the du Arena crowds pump all weekend.

11.2017\_What's On\_87

WHAT'S ON AWARDS 2017 // BEST ENTERTAINMENT & EVENTS



# POST-EVENT COVERAGE

## EDITORIAL COVERAGE

**WHAT'S ON  
ABU DHABI**

**NOV 2017**

WHAT'S ON AWARDS 2017 // BEST RESTAURANTS UNDER DHS400



## RESTAURANTS UNDER DHS400

### FAVOURITE BRUNCH Amerigos, Park Inn By Radisson

Abu Dhabi is overrun by brunches offering international dishes, but What's On readers aren't just interested in those, it seems – you voted in droves for the Acapulco Brunch at Mexican outlet Amerigos, and with good reason. The tacos, ceviche, grills and churros make this feast just a little bit different from others in the capital.

### FAVOURITE MIDDLE EASTERN RESTAURANT

**Kamoon, Khalidiya  
Palace Rayhaan  
by Rotana**

You, our army of readers, agree with *What's On*, it seems. We gave Kamoon a good review a couple of years back and it's just got better and better ever since. The menu isn't about surprises, it's classic Arabic dishes such as baba ganoush and tabbouleh, but the love apparent in the preparation is clear to see.

### FAVOURITE CHINESE RESTAURANT

**Dai Pai Dong,  
Rosewood Abu Dhabi**

Hong Kong-style street food is served at Dai Pai Dong, and very good food it is, too. A new chef hasn't hindered the quality of the a la carte menu or the outlet's dim sum brunch package on Saturday, and *What's On* agrees with you, the voters – it's our favourite Chinese restaurant in the city and is a winner two years in a row.

### FAVOURITE FRENCH RESTAURANT

**Le Beaujolais,  
Mercure Centre  
Hotel Abu Dhabi**

Remember that scene in *The Matrix* where Keanu Reeves



Dai Pai Dong

sees the same cat time and time again? That's how we feel when we give out this award every year – this stalwart of the Abu Dhabi dining scene has now won three years in a row and continues to impress, thanks to its straightforward take on classic French dishes, friendly, albeit quirky, service and also its passion for special menus and guest chefs.

### FAVOURITE INTERNATIONAL RESTAURANT

**c.Taste, Centro  
Capital Centre Rotana**

Good, friendly staff and a buffet that is big without being overwhelming, c.Taste gets the classic dishes, from Arabic to Asian and beyond, just right, and its brunch is popular, thanks to pocket-friendly prices.

### FAVOURITE ITALIAN RESTAURANT

**Pizza Di Rocco**

Di Rocco just keeps on going from strength to strength – it's a popular pizzeria among the city's social media foodies, and as well as doing the classics well, it's a canny chain that caters for those of you on a special diet. You can even order vegan pizzas here.

### FAVOURITE JAPANESE RESTAURANT

**Sushi Central**

The ever-growing Sushi Central remains ever-popular – this is the third year in a row that this haunt has walked away with this much-coveted award. It's sprawling presence in the city was rubber-stamped when it opened a branch in Yas Marina Circuit. The fish in all four of its outlets is of the finest quality.

### FAVOURITE MODERN EUROPEAN RESTAURANT

**Stills, Crowne  
Plaza Yas Island**

For us, it's always been about the pies at Stills, but there's so much more to the menu. It's an eclectic mix, featuring fish



Le Beaujolais



Sushi Central

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# POST-EVENT COVERAGE

## EDITORIAL COVERAGE

### WHAT'S ON ABU DHABI

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and chips, bangers and mash, ricotta ravioli and pacific crab cake, but regardless of their country of origin, they're all cooked to perfection.

#### FAVOURITE PAN-ASIAN RESTAURANT Max's Restaurant

Abu Dhabi's huge Filipino community voted in their thousands for Max's. The food here is filling, tasty and most importantly, exceptional value. The Pinoy barbecue chicken is a must-try dish but we're also fans of their crabmeat fried rice.

#### FAVOURITE THE AMERICAS RESTAURANT Famous Dave's

Love meat but on a budget? Go and see Dave. Barbecue is the main event here, especially the beef back ribs and short ribs that are pit-smoked for three to four hours but the burgers and steaks are also legendary. This is classic American food at its best.

#### FAVOURITE STEAKHOUSE Choice Cut

The Novotel Al Bustan's steakhouse is no secret to the city's foodies. This is the place to go for a cracking piece of meat but you won't have to mortgage your house to pay for it. Its salad bar gets just as much attention as the steaks it serves. Top service and a friendly, knowledgeable staff mean it's no surprise to team *What's On* that you, the readers, crowned it the winner.

#### FAVOURITE INDIAN Kababs & Kurries

We can't help but feel a little bit pleased to see one of the city's most established brands in the capital win. Kababs have been dishing out great food at two venues for several years now and is a worthy champion.

### SPAS AND SALONS

#### FAVOURITE FITNESS CLUB Fitness First, Abu Dhabi Mall

Fitness First scored highly in the voting process – the facilities are top draw and modern, the instructors friendly and the list of classes on offer is comprehensive, covering cycling, zumba, power yoga and more.

#### FAVOURITE SPA Ibtisama Beauty

Spas come in all shapes and sizes, but this one is a little different. This isn't a spa for a massage, you head here to give your teeth some TLC. Natural products and LED technology are used to whiten teeth.

#### FAVOURITE NAIL BAR Nails The Modern Manicure Studio

A phenomenal number of votes were given to a place that offers a huge menu of services (covering everything from a pure butter spa manicure to a cherry almond sugar scrub). The friendly, helpful staff mean this is a place where you will want to spend hours getting your tips and toes sorted.

#### FAVOURITE HAIR SALON Tara Rose Hair And Beauty Salon

Tara Rose is doing so well, they're about to open a second branch in Al Bateen. Their team of hair stylists are well-respected in the city – attention to detail and customer service are just two things that have made this place one of the city's most popular and we were blown away with how many votes their received – well into several thousands.

### RESTAURANT EVENTS

#### FAVOURITE BUSINESS LUNCH Todd English's Olives

The American celebrity chef's outlet in the Venetian Village serves a top-draw business lunch with plenty of choice. The ground lamb flatbread to start is particularly good, and we can't help but recommend the slow braised short rib with roasted onion mash for your main. It comes in at a reasonable Dhs95, but chuck in another Dhs20 and you can make it a three-course affair. End it all with the tasty hazelnut semifreddo.

#### FAVOURITE CAFÉ The Lobby Lounge, Fairmont Bab Al Bahr

The Fairmont's Lobby Lounge is more than just a gateway to the hotel – they do a mean afternoon tea here (there's a truffle version available), plus you can choose from one of 80 teas from their sommelier. The cakes on offer are pretty spectacular as well.

#### FAVOURITE HEALTHY RESTAURANT



#### Zest, The Club

Abu Dhabi's British Club in Al Meena has now won three years in a row with its healthy eating outlet Zest. It gets clever with its menu and we're big fans of its smoothies (whey protein and peanut butter, please) plus it also offers gluten free dishes.

#### FAVOURITE PUB GRUB Belgian Beer Café, Radisson Blu Hotel

The Belgian Beer Café flexed its mussels (see what we did there?) to pull in a huge amount of votes, but there's so much more on the menu, from classics such as vol au vents and veal meatballs to lamb shank. Simple European food done exceptionally well.



The Lobby Lounge, Fairmont Bab Al Bahr

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WHAT'S ON AWARDS 2017 // RESTAURANT EVENTS



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