

NOVIKOV

Dubai

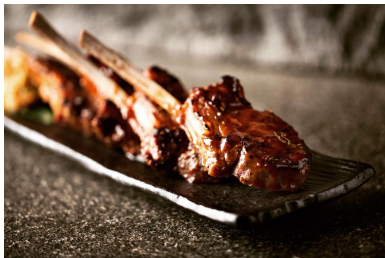
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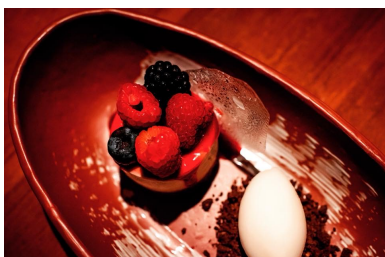
NOVIKOV

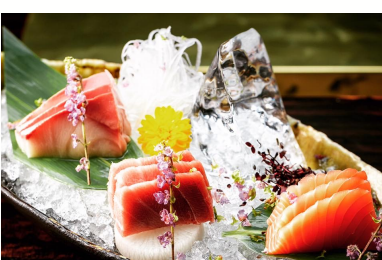
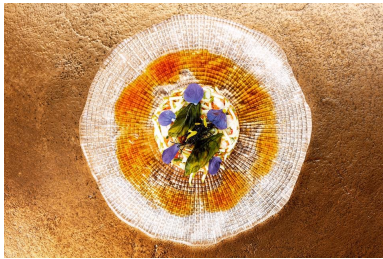
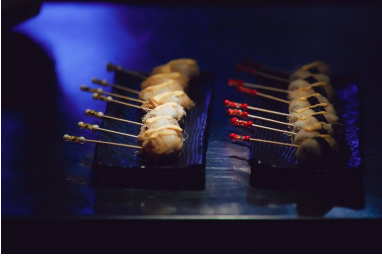
RESTAURANT & BAR

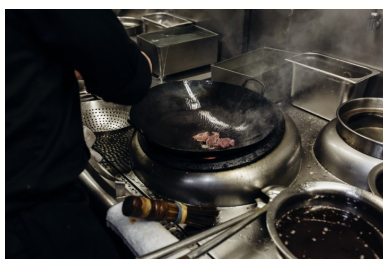
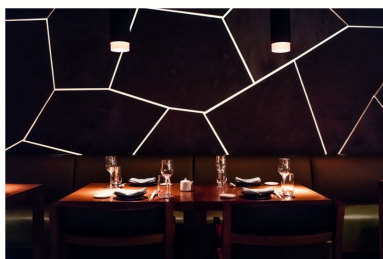
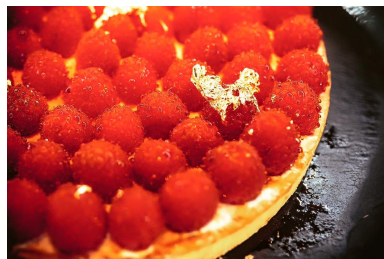
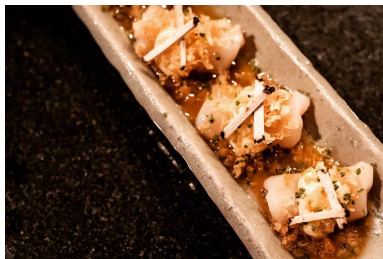
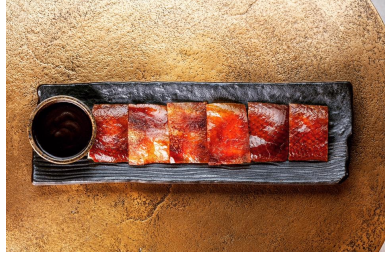


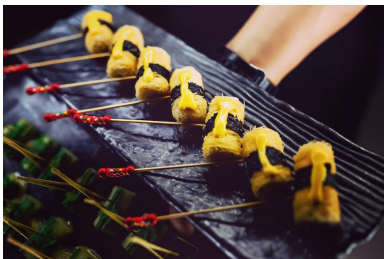
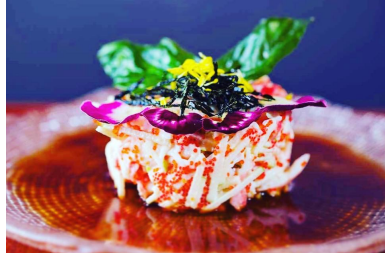












Fishing for treats



This one's for the seafood lover in you. Grilled, shucked, raw or deep-fried, here are all the ways to enjoy your favourite protein-packed delicacies

By Recipes by: [Shane Macneill, Head chef, Novikov, Sheraton Grand Hotel, Dubai](#)

Published: Fri 7 Jul 2017, 12:00 AM

Last updated: Fri 7 Jul 2017, 2:00 AM

Dynamite Shrimps

Serves: 1

Prep time: 15 mins

Cook time: 2 mins

Ingredients

60 gm whole baby shrimps
 Potato starch powder, as needed
 10 gm red onion
 2 gm red chilli
 4 gm curry leaves
 5 gm spring onion
 1 pc lime wedge
 A pinch of Shichimi pepper

For the Chinese salt:

210 gm salt
 120 gm sugar
 3 gm star aniseed
 5 gm five spices powder
 4 gm ginger powder
 1 pc liquorice root
 20 gm black pepper powder

Method

Mix all the ingredients for the Chinese salt together.
 Deep-fry the shrimps with potato starch until golden brown and very crispy.
 In a dry wok, stir-fry the shrimps with red onion, red chilli and curry leaves.
 Season with the Chinese salt mix, tossing to make sure the coating is even. Decorate with spring onion and lime.
 Sprinkle over with Shichimi pepper, and serve.

Oyster Tempura

Serves: 1

Prep time: 20 mins + overnight

Cook time: 1 min

Ingredients

3 Gillardeau oysters
 Potato starch, to coat
 100 ml ice cold water
 60 gm tempura flour
 30 gm salt and egg white mixture
 3 lime wedges
 Maldon sea salt, to taste
 2 gm coriander cress
 2 gm red amaranth cress
 3 pc red chilli, sliced
 10 ml house dressing

For the salt and egg mixture:

100 gm fine salt
20 gm egg white

For the house dressing:

80 ml Ponzu sauce
20 ml extra virgin olive oil

For the Ponzu sauce:

65 ml Japanese yamasa soy sauce
200 ml Japanese rice vinegar
150 ml Japanese mirin
5 bonito flakes
55 gm lemon, sliced
40 gm orange, sliced

Method

For the salt and egg mixture, beat both ingredients together to create the platform for the oyster shell.

Mix all ingredients for the Ponzu sauce, starting with the liquids and finishing with the solids. Refrigerate for 24 hours. Pass the ingredients through a fine mesh colander and keep the liquid, discarding the solids. Mix Ponzu with olive oil for the dressing.

Shuck the oysters with a knife, making sure the body does not get punctured. Keep the shells aside and check for small pieces of shell that may be embedded in the meat.

Whisk the flour into the ice cold water slowly to create tempura batter. Coat the oyster in potato starch, dip into the batter and fry until golden and crispy.

On a plate, make three balls of salt and egg mixture and place the shells on top; this should keep the shell stable. Place lime wedges in between.

Drain the excess oil from the oysters, sprinkle with Maldon sea salt and place them inside the shells.

Top the oysters with the micro herbs as well as the sliced chilli.

Drizzle each oyster with a little dressing and serve immediately.

Tuna Tartar

Serves: 1

Prep time: 15 mins

Ingredients

60 gm minced tuna
5 gm shallots, finely diced
1 pc Shiso leaf
2 gm hybrid caviar
1 pc rice biscuit
20 gm Wasabi soy sauce

Method

Mix the tuna with the shallots. Place the mix into a ring mould.

Slice a piece of Shiso leaf and place it on top of the minced tuna; then place the caviar on top of the Shiso leaf.

For the rice biscuit, place some pressed cooked rice onto a piece of baking parchment so that it is flat. Cut the parchment to the desired length, shape and deep-fry while still on the paper. Reserve in a cool, dry area.

To serve, insert the rice biscuit into the tuna tartar in a vertical position. Add the wasabi soy sauce. Serve.

Salmon Teriyaki

Serves: 1

Prep time: 30 mins

Cook time: 15 mins

Ingredients

200 gm Norwegian salmon
1 piece lime
1 piece lemon
Olive oil, to coat
1 fresh Hoba leaf
Maldon sea salt to taste

For the teriyaki sauce:

300 gm Japanese soy sauce
300 gm mirin
300 gm cooking sake
100 gm salmon bones
140 gm granulated sugar
2 gm Korean chilli flakes

Method

For the teriyaki sauce, cook the liquids together with the salmon bones slowly until the liquid reduces by about 30 per cent.

Add sugar and reduce liquid by another 5 per cent.

Once you reach the desired consistency, add the Korean chilli flakes and bring liquid to a final boil.

Pass the sauce through a fine strainer and set aside to cool.

Rub the salmon briefly with the teriyaki sauce.

Rub with a little olive oil and cook over a BBQ or slowly in a pan.

Once you have reached your preferred degree of doneness, place the fish on the Hoba leaf over light heat, so the leaf curls around the salmon.

Finish with a sprinkling of Maldon sea salt, lemon and lime garnish and a little more teriyaki sauce. Serve.

What to eat at Novikov Dubai with Chef Shane Macneill



From Mayfair to Sheikh Zayed Road, [Novikov Restaurant & Bar](#) is the second Novikov restaurant to leave its home base in London. Now in Dubai, the Asian restaurant is making its mark with one of its main attractions – an internationally sourced seafood market. The unique centerpiece, facing an open kitchen managed by Head Chef Shane Macneill, is one of the secrets behind keeping their extensively eclectic menu exciting.

Learn about the top 5 must try dishes at Novikov according to Head Chef Shane below.

1) Wagyu Tacos

The first of the dishes is our top seller the "Wagyu Tacos". We use the highest grade of full blooded Japanese wagyu beef and painstakingly dice it to a fine cube - or brunoise as it is called in our professional field. After that we add a ripened chili pepper which has been smoked, onions, a pinch of salt and a dab of our secret Novikov sauce. It is then left to marinade so the spices and sauce are absorbed by the meat and wagyu fat.

It is quickly sautéed and added to a corn taco shell with homemade guacamole, chipotle salsa and tomato salsa. It is a one bite explosion of completeness, the textures and flavours take immediate effect and the whole experience lets you know the work and thought that has been put into the preparation of this winning dish.



2) Miso Baby Chicken

Secondly for me, as the chef, is our "Miso Baby Chicken". Less than 28 days old and weighing no more than 500 grams it is succulent, very tender, lean, sweet and preferred by many chefs these days as opposed to chicken as it has a more delicate flavour. In this particular recipe at Novikov we de-bone and steep in soya bean paste, sake rice wine, mirin (sweet cooking liquor), kimchee base and soy sauce. It is a brief marinade as miso tends to replace the water inside the fish, poultry, or meat making it dry.

A miso marinade only ever needs three components: miso, alcohol, and some saccharine form such as mirin or sugar. The sugar content in the mirin guarantees a crisp and nicely-charred surface on the spring chicken. We accompany it with homemade pickled cucumber and a lime wedge to add some acidity. Spicy, sweet, acidic and awesome!



3) Hamachi Carpaccio

The "Hamachi Carpaccio" is one of the dishes where our clients tend to order a second round, this quite simply speaks for itself! Our yellow tail comes from Matsuura which is in the prefecture of Nagasaki southern Japan.

It's a mountainous region next to the sea, rural and has one of the biggest fish markets in Japan, I was there last year and it is incredibly beautiful and green. For the carpaccio itself firstly we sharpen our knife in order to thinly slice the Hamachi and carefully place it onto the plate. Maldon sea salt is sprinkled over and drizzled with truffle dressing which completely covers the carpaccio. We add salad leaves and sliced seasonal truffles for texture. "Through simplicity comes great beauty."



4) Novikov Peking Duck

The 15th century dish remastered is a must here in Novikov! Based on the classic, the duck is blanched, stuffed with herbs, salt spice and a maltose vinegar is poured over the whole duck before hanging for 3 days. In this time the whole duck absorbs all of these heavy flavours and this increases during the roasting. Just imagine the crispy, amber-toned skin. That juicy, melt-in-your-mouth breast meat. Those deeply nuanced, deeply aromatic flavors, expertly engineered to send your pleasure sensors a-spinnin'.



5) Quail Egg and Truffle Gunkan

The "quail egg and truffle Gunkan" has more benefits for your body than a Swiss health farm. Starting with an impressively high level of vitamin A, B and C to help neutralize free radicals and boost your metabolism. They are high in minerals and also help soothe allergies. With the addition of truffle, Sushi rice, crispy batter and chives this is our 5th element! Packed with flavour and texture this little creation came at one of our finest hours.



Home > Events > Caterer Awards '17 shortlist: Chef – Standalone

EVENTS

Caterer Awards '17 shortlist: Chef – Standalone

Find out which six head chefs made the shortlist for standalone outlet for the Caterer Awards 2017

by *Claudia De Brito* | May 07, 2017 12:49 PM GST | SHARE



Find out which six head chefs made the shortlist for standalone outlet for the Caterer Awards 2017

Shane Macneill
Novikov

Leadership is the opportunity to influence and inspire a younger generation of future head chefs. It starts with providing a clear picture and being able to communicate that to the brigade, creating positive one-on-one relationships.



DXB City Expert
May 2017



The insider's guide
to Dubai's must-have
visitor experiences

Restaurants
From fine dining to
the coolest cafes

Tours
Let those in the know
showcase their city

Nightlife
See superstar DJs
under the stars

Shopping
Vibrant souks and
label-loaded mega-malls



Famed London export Novikov (+971 4 3 888 8744, novikov-dubai.com) at the Sheraton Grand Hotel is another ultra-glamorous spot, with a sleek, dimly lit dining space, resident DJs and a vault – and very impressive – Asian menu. Fronting the open kitchen is a market counter displaying fresh fish and seafood flown in every second day from Portugal and Japan, including interesting delicacies like goose barnacles and sea urchins. The skill of ex-Nobu head chef Shane Macneil is evident throughout – highlights include the king crab-leg and wasabi gratin, scallop and black-truffle sashimi, and the signature duck salad.





Mr & Mrs Brunch

NOVIKOV BRUNCH, SHERATON GRAND HOTEL

April 12, 2017 | Mr & Mrs B

Brunch Reviews | In Unspecified on April 12th, 2017
400-500 AED
Unspecified

If we had never set foot inside Novikov, we would have continued with the popular misconception that it was a Restaurant of an Eastern European predilection. Russian, Slavic, Balkan... certainly not Pan-Asian. From Mayfair to Sheikh Zayed Road, Novikov Dubai is the second restaurant outside London for restaurant guru Arkady Novikov (who is definitely Russian) and boasts an eclectic menu showcasing a fresh seafood market and fresh, International produce, inspired by Head Chef, Shane Macneill. Now that we got our head around the concept, the venue itself is a stunning space, both grandiose and lavish. A real feast for the eyes, it simply oozes class. **THE FOOD** A Fish lovers paradise, Novikov provides sushi, sashimi and all the Japanese fish classics from the deliciously succulent black cod to beautifully prepared spicy prawn dimsum baskets. After tucking into various sushi for starters we sampled the non-fish elements to get a flavour of what else is on offer. Beef and Chicken skewers, duck pancakes and beef tacos meant there was plenty of small nibbles to feast upon if you've hadenough of the fish selection. Desert ticked all the usual boxes with fruit and chocolate fountain, a variety of cakes and even freshly prepared waffles. We have included the menu below to give you a complete flavour:



THE

MENU: SOUPS -- choice of White miso or tom yung APPETIZERS & EGGS - choice of Peking duck, salmon, beef or vegetable SALADS - Seaweed, green salad, cucumber tataki, tomato & tofu STEAMED BUNS - 3 PIECES - Spicy chicken and coriander, vegetable FUKU WRAPS - Prawn tempura, Hoisin duck and miso baby chicken



Breakfast sandwich, poached eggs and kimchi, poached eggs & asparagus. MAIN - ONE PER PERSON AND ONE SIDE: steak & eggs, donburi rice teriyaki, whole boneless sea bass, black cod, Scottish salmon, baby chicken, prawn tempura, breaded prawns, breaded chicken, steamed sea bass, wok duck, shiitake mushroom rice. SIDES INCLUDE: Baby bok choy soy & ginger, choy sum with chilli ginger garlic, wok vegetables, Chinese noodles, fried rice HOT & COLD LIVE STATIONS: mixed yakitori, temaki selection, sashimi selection, grilled market vegetables, dim sum, nigiri selection. DESSERT COUNTER: French toast, pancakes, selection of homemade cakes, waffles & doughnuts.



THE

DRINK The selection impressed more than we thought it would. The house beverages package included the house cocktails, one of which may well be the best and freshest Mai Tai we had ever tried. The bar man is a real mixologist and knows how to prepare a cocktail so if you are a cocktail lover, you are in luck. The food, the

ambience and the lavishness of the venue point towards a glass of bubbles! This is a 'champagne & caviar' type brunch and well...champagne does flow on the top package. **THE OTHER STUFF** The décor and lavish venue set the tone and a real impressive note for this laid back brunch was the entertainment. The band, a duo on guitar and keyboard provide the soundtrack for a relaxing vibe as they ran through easy listening classics and nailed every one of them. You know they are good when EVERYONE stops to applaud after EVERY song. This is a traditional lazy Friday brunch that you can enjoy with the whole family. It is all about the food, the atmosphere and the bubbles.



Every Friday from 12 Noon to 4pm To book call +971 4 388 8744 AED 370 (Inclusive of Soft Beverages) - Pei Mei AED 490 (Inclusive of Alcoholic Beverages) - Gugo Yubara AED 545 (Inclusive of Bubbly) - O-ren ishii AED 195 (For Kids up to 12 Years) AED 180 Kids Bento Box [Book Now with Eat App](#)

Brunch at Novikov Dubai

📅 posted on Mar 20, 2017



The new look gourmet weekend celebration, from the maverick mind that brought Mayfair's duck salad and lobster tacos to the region, will become one of the most sought after tables on a Friday for foodie aficionados and families alike. The Novikov Brunch inspires a heady atmosphere for the weekend, an animated yet relaxed ambiance with live music and an eye-catching market theme. Eight different interactive cooking stations will delight guests, including delicate dim sum, authentic sushi and a lavish dessert and waffle station, complimented with a pop-up bar serving hand crafted beverages, such as Novikov's unique organic dextoxers, designed to kick start the long weekend of indulgence with revitalising ingredients. Parents can unwind and enjoy the delicious offerings as Novikov's private dining room is transformed into a 'Kid's Only Area', providing a sanctuary of fun and amusement. In partnership with Happy Box the Novikov team will offer a range of themed entertainment and activities to keep kids happy and occupied, with a specially prepared Children's bento box also available.

Revel in the highest quality food, faultless service and energetic atmosphere with family and friends every weekend at Novikov Dubai.

Name: Brunch at Novikov Dubai

Date: Every Friday

Time: 1:00pm - 4:00pm

Offer:

Children's Bento box AED 195.

Pei Mei, AED 310 per head

Includes soft drinks and Novikov Detoxers.

Gugo Yubara, AED 410 per head.

Includes house spirits, sommelier selection of wines and beers.

O-Ren Ishii, AED 545 per head

Includes Laurent Perrier Champagne, house spirits, sommelier selection of wines and beers

[Prices subject to 10% Municipality fees]

Location: Novikov Restaurant, Sheraton Grand Hotel, Dubai UAE

Website: www.novikov-dubai.com (<http://www.novikov-dubai.com/>)

For reservations: reservations@novikov-dubai.com (mailto:reservations@novikov-dubai.com) or +971 (0)4 388 8744

Source: www.dubaiin.com – 20/03/2017



A DUBAI INSTITUTION

The brunch scene is stepping up a notch with new and revamped deals cropping up. Here's our top picks...

NOVIKOV

WHERE: Sheraton Grand Hotel, Sheikh Zayed Road, Dubai

TIME: 1pm-4pm

LOWDOWN: It might not be a new brunch but it has been recently revamped. Novikov offers a stylish and refined brunch where the onus is actually on eating food that your waistline won't regret for the rest of the weekend. Order

your starters, main and dessert à la carte, and take advantage of the live cooking stations and detox juice bar between courses.

PRICE: Dhs310 including soft drinks and Novikov Detoxers, Dhs410 including house beverages, Dhs545 including Laurent Perrier.

BOOK: novikov-dubai.com, (04) 3888744



Time Out Dubai Restaurant Awards 2017



Dubai's 65 Best Restaurants

Don't just book any restaurant – book one of Dubai's best restaurants. Here are the 65 best restaurants in town

By Time Out Dubai staff February 20, 2017

Every year we scour the city to bring you the unparalleled dining experiences it has to offer, and every year we continue to be utterly impressed. We review more than 500 restaurants, bars, cafés, pubs, afternoon teas, brunches and breakfasts that make up our ever-evolving, constantly improving restaurant scene. We visit anonymously and pay for our meals, so we get the same experience as any other guest, allowing us to bring you the very best establishments and dining experiences that Dubai has to offer.

What follows are the 65 venues that outshone all of the others we experienced – the winners of our 12th annual *Time Out* Dubai Restaurant Awards.

Asian

Highly commended

Novikov

Not sure what "swanky" means? Step inside Novikov and take a look around. It serves an indulgent, exquisite take on pan-Asian food. Open Sun-Thu noon-3pm, 6pm-3am; Fri-Sat noon-3am. Sheraton Grand Hotel, Dubai, Sheikh Zayed Road (04 388 8744).

Novikov – Dubai

May, 2016 in Eating Out, Tried & Tasted



Having changed the face of dining in Moscow, conquered London's Mayfair, it was probably inevitable that Arkady Novikov would set his sites on Dubai. Novikov Restaurant & Bar is an Asian restaurant offering eclectic menu of fresh market produce, organic vegetables and the freshest of fish, headed by skilled chef Shane MacNeill. The 240 seat restaurant makes excellent use of the 13,000 sq.ft. space; cool granite walls, natural leather and cracked stone, setting the scene for the for the open kitchen and Seafood Market.

Novikov Dubai is open seven days a week for lunch from 12pm – 3pm, Sunday to Thursday, and 12pm – 6pm on Friday and Saturday. The restaurant and lounge are open daily for dinner from 6pm to 2am.

Call +971 04 38 888 744 novikov-dubai.com

Words by Francesca Jackson

Source: FOOD and TRAVEL ARABIA – November 2016

BRUNCH RESUMES AT NOVIKOV DUBAI

Weekend brunch returns to Novikov Dubai after a Ramadan break

[Share this article](#)

29 Jun

Dubai, UAE - June 2016 - Brunch at Novikov caused a sensation amongst the UAE's foodies and scenesters since it was introduced in May this year. The Asian weekend celebration, from the maverick mind that brought Mayfair's duck salad and lobster tacos to the region, was an instant sell-out success, becoming one of the most sought after tables on a Friday. After a short pause for Ramadan, the lively brunch resumes from Friday 8 July, just in time for Eid celebrations.



Located in the Sheraton Grand hotel on Sheikh Zayed Road, Novikov has built an impressive reputation for offering world-class selections of hybrid dishes accompanied with signature glamour and delivered with an upbeat tempo. Brunch translates this heady atmosphere for the weekend, with an eye-catching market theme that features eight different interactive cooking stations, including delicate dim sum, authentic sushi and a lavish dessert and waffle corner, complimented with two pop-up bars serving hand crafted beverages.

Guests can kick back and relax with refreshing day lounge beats from DJ Alex T, known for effortlessly throwing together an eclectic Chill House mix. The talented DJ has been head hunted to play alongside giants such as Adapter, Marco Yanes, Oxia , Adriatique , H.O.S.H and many more.

Brunch showcases Novikov's love affair with all that is sumptuous, seasonal and unique. So dear bruncher, what are you waiting for? Pull up a chair and press play on one of the best weekend get-togethers in town!

Brunch at Novikov runs weekly on Fridays from 12 till 4 PM.

For reservations, call +971 04 38 888 744 or email: Reservations@Novikov-Dubai.com

Novikov: Brunch Packages

Pei Mei, AED 370 per head

Includes soft drinks and Novikov Detoxers

Gugo Yubara, AED 490 per head

Includes house spirits, sommelier selections of wines and beers

O-Ren Ishii, AED 545 per head

Includes Champagne, house spirits, sommelier selection of wines and beers

About Novikov Restaurant & Bar Dubai

From Mayfair to Sheikh Zayed Road, Novikov Restaurant & Bar Dubai is the second restaurant outside London for the Novikov Restaurant Group, the phenomenally successful company headed by Arkady Novikov, the restaurant guru who changed the face of dining in London. Novikov Dubai is an Asian Restaurant that launched in Dubai in August 2015, boasting an eclectic menu showcasing a Fresh market with International produce and organic vegetables, led by Executive Chef, Shane Macneill.

The restaurant-meets-lounge is divided into two sections; the Market and the Lounge, each boasting a unique flavor, with the private dining room situated upstairs looking over the venue itself. Brought to life by Geometry Design Moscow, think cool granite walls, natural leather, and cracked stone, with The Seafood Market and open kitchen an interior highlight not to be missed.

Novikov Dubai is open seven days a week for lunch from 12pm – 3pm, Sunday to Thursday, and 12pm – 6pm on Friday and Saturday with a unique Brunch offer on Fridays between 12pm and 4pm. The restaurant and lounge are open daily for dinner from 6pm to 2am.

Instagram: @NovikovDubai | Facebook: Novikov Dubai | Twitter: NovikovDXB

About Bulldozer Group

Bulldozer Group is a leading hospitality group specializing in bringing internationally renowned luxury restaurant brands to Dubai. The brands within the group are aligned with celebrated restaurateurs at the forefront of the global industry. Their presence in the market heralds International and iconic dining brands including Novikov, Cipriani Toko and Sass Café. The Group also oversees an array of popular club brands including Movida and VIP Club with expansion plans to include more luxury concepts to be announced throughout 2016.

Source: www.hospitality.com – 29/06/2016

Novikov's Chef Thinks You Should Know These 3 Things About Ordering Fish



Photo: Courtesy of Novikov

‘Where is your lobster from — Canada or Scotland?’ It’s the kind of line that is completely legit if you are a fish connoisseur *and* happen to be in **Novikov**.

Fish is *in* right now, and Dubai is booming with restaurants to serve all your sushi and sashimi cravings. Novikov, now an established Dubai favorite, is a top choice not only thanks to its cool crowd and chic interiors, but more importantly for the quality of seafood it attains from top international resources.

Tried and tested, the sea urchin from Japan, rose shrimps from Portugal, tuna from Spain, and caviar from the Amur River between Russia and China are all **Savoir Flair** favorites. Don’t forget to look around while indulging in the food, as the restaurant is known to be frequented by international celebrities visiting Dubai.

Below, Novikov’s Head Chef, **Shane Macneill**, shares his top tips to note before ordering fish.

1

Sustainability

“Because of overfishing, one-third of global fish populations are overexploited and dangerously low, so choosing pole- or line-caught fish maybe a client’s way of stabilizing stocks. Joining a community-supported fishery is an excellent way to know exactly where your fish comes from, who caught it, and how. By simply asking your restaurant if it offers sustainable seafood, you can help shape demand for fish that has been caught or farmed in environmentally responsible ways.”

2

Mercury Levels

“Mercury levels in fish are extremely high and getting higher, so stick to fish and seafood that contain the least mercury, such as red mullet, plaice, sardines, and scallops.”

3

Flavor

“With regards to people who have a preference to lean and fatty fish, or fish that are high in flavor, I would suggest the following: For fatter and full-flavored fish, the choice would be salmon, sardines, mackerel, trout, and tuna. For leaner and lighter-tasting fish, I would suggest Dover sole, halibut, skate, sea bream, sea bass, and cod.”

Novikov’s new menu, with exciting dishes such as *lobster thai pepper*, *chu-toro quail egg*, and *truffle gunkan*, makes it another excuse to book in a visit very soon and put your newly gained knowledge to practice.

Sheraton Grand Hotel, Sheikh Zayed Road

www.novikov-dubai.com

(+971) 4 388 8744



The open kitchen and seafood market

Novikov: The It place

The UAE outpost of the notorious London restaurant opened last year at the Sheraton Grand hotel, Dubai. It's a gigantic, 240-seat, 13,000 sq m enterprise, spread over two floors – and despite the scale, it still feels pretty crowded on a Thursday night.

From the dramatic entrance lobby with modernist chandeliers, we are escorted via a private elevator to the restaurant-meets-lounge. It's divided into five areas across two floors: a lower-level main dining floor and a

private dining room situated on the mezzanine, looking over the venue.

The eclectic Asian-inspired menu has several stand out dishes with heaps of made-for-Instagram potential: from the appetisers of precisely cut crudites with wasabi mayo to the showstopping dessert – the Shiro Tama sphere that melts into a decadent puddle of caramel, every dish is presented like a miniature work of art.

The interior design is by Geometry Design Moscow and it plays its part in dialing up the glam factor. Walls are clad in granite, natural leather, and cracked stone, with overscaled pendant lighting fixtures illuminating the double volume spaces. The Seafood Market anchors one end of the restaurant – the wares are ridiculously fresh and imported every second day from international shores.

Dining at Novikov isn't a leisurely, relaxed affair – the vibe is high energy and frenzied, and it spills over outside the restaurant, where we wait for our ride, post dinner. The long wait can be rewarding for motorheads, as a fleet of luxury vehicles draws up in an unending stream of chrome, depositing Dubai's beautiful people at the door.

The Dubai restaurant is the second venture outside Russia for the Novikov Restaurant Group, the phenomenally successful company headed by restaurant entrepreneur Arkady Novikov, who changed

must try



The Shiro Tama sphere, melting as dulce leche is drizzled on it tableside

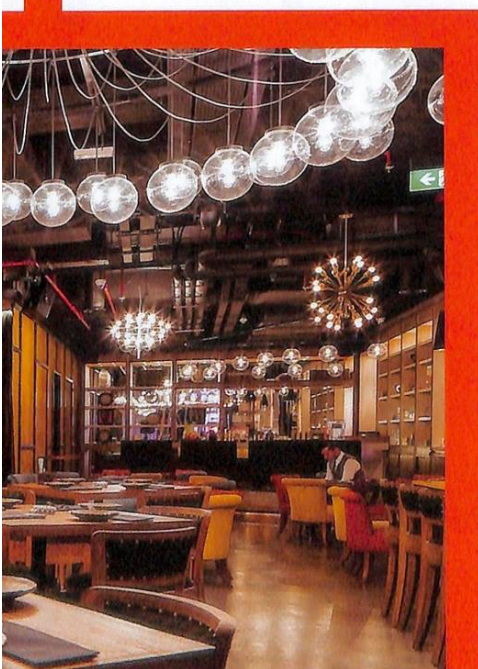


Spicy seafood roll

the face of dining in Moscow (Vladimir Putin is known to be a regular at his venues). Novikov Dubai is managed by the Bulldozer Group (the people behind Sass Cafe, Toko, Movida and VIP Room).

Novikov, Sheraton Grand Hotel, Sheikh Zayed Rd, Opposite World Trade Centre (04 388 8744).

Open Sun-Thu (noon-3pm; 6pm-midnight)
Fri-Sat (noon-6pm; 6pm-12.30am).
www.novikov-dubai.com



Source: *INSPIRED LIVING Magazine* – March/April 2016



The Pro Chef Guide

Celebrating the Middle East's top chefs



SHANE MACNEILL

HEAD CHEF
NOVIKOV RESTAURANT AND BAR, DUBAI



How long have you been working in your current role?
Three and a half years. Good times! Year and a half.

How many years have you been working in the industry?
26 years in the industry.

Where did you complete your catering training?
Royal Worcester College of Technology.

What inspired you to get in the industry?
So I could stop delivering newspapers.

When you were young what did you want to be when you grew up?
A police man.

Who is your role model and why?
Chef Mark Edwards because he was my first chef in Michelin-Star restaurants and put me in a place for where I am today. He is my role model for many reasons, including humility - he is a very hard worker and his energy is boundless.

What piece of kitchen equipment could you not live without?
A knife.

What is your favourite knife brand?
Masamoto.

What 5 ingredients do you always have in your kitchen?
Rice, soy sauce, avocado, wagyu beef and rice vinegar.

What is your speciality dish?
Black cod.

Please tell us your kitchen motto?
Anyone who happens to be a chef ultimately knows all that matters is: does it taste good, and will it give pleasure? A. Bourdain.

Review: Novikov at Sheraton Grand Hotel

Updated on 01 December 2015



Famed London hotspot known for its chic clientele, dynamic menu and elegant atmosphere across the Asian Room, Italian Room and Lounge, Novikov, is now in Dubai and has been much anticipated. So of course, we had to check it out! The private entrance, high vaulted ceilings and elegant décor make it a little bit different to anything else in the city - and the food is simply a must-try.

What we ate

The menu is served sharing style so in the interests of writing an all-round review, we tried quite a few dishes! We started with the freshest sashimi selection, a Nigiri selection and I absolutely had to have the Tuna Avocado Maki. We also tried the crab and avocado salad and the Wagyu tacos. Then from the grill, we had the miso baby chicken and the black cod.

Verdict

Love it! The sharing style and the portion sizes really worked for me; I felt like I was able to try different dishes without getting too full before the mains came. And the food is fantastic, everything was beautifully fresh and superbly cooked. Yum!

Price

Appetisers start from Dhs 20, sushi and sahimi from Dhs 60 and mains from Dhs 80.

For reservations or further information, call 04-3888744. - L.C.

Source: www.connector.ae – 01/12/2015

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Novikov, Sheraton Grand Hotel, Dubai

By Sophie Voelzing | November 4, 2015

This swanky restaurant and bar recently opened its doors in the region, following the success of its London branch, and is rapidly making waves in Dubai's culinary scene. As you enter, you'll find a bar with ample seating and super-friendly bartenders who'll be sure to fix you up with a delicious drink. The elegantly-furnished venue ...

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This swanky restaurant and bar recently opened its doors in the region, following the success of its London branch, and is rapidly making waves in Dubai's culinary scene.

As you enter, you'll find a bar with ample seating and super-friendly bartenders who'll be sure to fix you up with a delicious drink. The elegantly-furnished venue is full of quirky, chic décor with 'dinosaur egg' lighting, beautifully-carved wooden ceilings and more.

Take a stroll to the 'seafood market' displaying the freshest and finest catches that can be selected for dinner before being seated. The portions are surprisingly generous and Chef Shane McNeil can whip up options for every palette. We opted for salt and pepper tofu along with a selection of sushi and Maki rolls to start. I ate the portion of scrumptious tofu single-handedly, while my dining partner relished rolls of tuna, avocado, salmon and more. Following a green salad with truffle, which was flavoursome without being overpowering, our mains arrived. I tucked into the fried tofu rolls – tofu encompassed in nests of fried noodles complemented by a tangy mango dip – while we shared the Novkiiov grilled black cod, which was tender and cooked to perfection.

To finish, the chocolate fondant served with ice cream is an unmissable dessert.

I have already returned to Novikov since, so it's safe to say that I would thoroughly recommend a visit!

If you want to go: Dhs350+ per person, excluding drinks. Call 04-3888744

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ShortList

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ISSUE 006 / 27 OCTOBER 2015

**CELEBRATING
CREATIVITY AT
DUBAI DESIGN WEEK**

**BRIGHT
IDEAS**





MAKI HAND ROLLS



WAGYU SIRLOIN

NOVIKOV

A delectable departure from the usual pan-Asian fare in Downtown Dubai

At the risk of sounding insufferable, it's easy to feel ever so slightly jaded about restaurants here. No sooner has one slick pan-Asian fusion place opened than another five appear within a month. Fortunately, there's plenty of originality, and several new hooks, to enjoy at Novikov. Not least the name itself.

Adjacent to the Sheraton Grand on Sheikh Zayed Road, Novikov is the Dubai incarnation of the Russian-owned restaurant boasting popular outposts in the swankiest corners of London and Moscow, which explains why another Asian restaurant sounds more Slavic than Sino-Japanese.

Walking in to the huge space, it's plain to see there's something a little bit different going on. From the bar lounge area to the dining section, the interior has been designed to be as conducive to an intimate atmosphere as possible. Understated wooden tables and chairs are scattered close together in the middle of the restaurant, surrounded on all sides by two-on-two dining benches.



Novikov's centrepiece, though, is its seafood market, an exotic, semi-circular food bar positioned in front of the bustling kitchen. Lined by a colourful array of fruits and vegetables (many of which are found in Novikov's dishes), the market bar houses a superb selection of seafood from all the corners of the world. The likes of Scottish Blue Lobster sits alongside Japanese red snapper, Greek seabass, Vietnamese Tiger Prawns and English Dover sole.

EAST MEETS WEST

Having championed such a variety of made-to-order options, you'd forgive Novikov for offering a slightly narrower selection in the rest of the menu. But no such complacency exists. A fantastically original sushi range (with maki hand rolls on request) compounds an excellent appetiser section that boasts fusion dishes such as Peking duck and foie gras, or the marinated Spanish mackerel. And, being a Russian-owned venue, you'll find plenty of caviar varieties,

too. For us, however, the very mouth-watering wagyu steaks remain the appetiser of choice.

For the mains, after some gentle market-side guidance from our waiter, our opponent for the evening came in the form of the Portuguese seabream, expertly wok-fried in garlic, salt and pepper, and served up butterfly style.

Among the menu's staple grill and wok options also lies numerous stellar representations of more traditional dishes, including salmon teriyaki, black cod and Chilean seabass. And if you, like our dining partner, fancy yourself as a bit of a spice aficionado, we'd highly recommend the Szechuan prawn or lobster options.

If your penchant lies outside of seafood however, the miso chicken and wagyu sirloin are highlights of a formidable meat selection.

Even the rice and noodle dishes are a triumph, with all options, from the duck fried rice to Singapore soy noodles, providing a uniformly tasty array of sides to properly compliment your excellent mains.

MEET THE RESTAURATEUR

YANN CHEYRIS, GM

What, in your mind, sets Novikov apart?

In a nutshell, I would say our seafood and vegetable market. It'd also say the fact that we are not specifically focused on one country in Asia. Firstly, we take every opportunity to have direct contact with our customers at the market station to advise or answer any questions they may pose. Secondly, with influences from Japan, China and South-East Asia, we have a wonderful opportunity to create a broad menu with a great selection of plates.

What dishes do you recommend?

I would say our duck salad, miso chicken and a lovely fresh piece of fish (either Japanese or Portuguese) from our seafood market. Not forgetting our desserts, of course, from which I'd select the miso banoffee pie.

How different is Novikov Dubai to its international venues?

I've tried to keep the menu as close to the London branch as possible. But we're the youngest Novikov restaurant and will continue to increase selection as time passes. Design-wise I would say we are closer to Moscow with both having a semi-circular market and sushi bar.

Of course, the price point is competitive - but unlike numerous restaurants of a similar ilk, where you might walk away questioning the value, Novikov resolutely guarantees enough original and exceptional cuisine, and a refreshing experience, to put paid to any such concerns.

Cuisine: Pan-Asian fusion

Where: Sheraton, Sheikh Zayed Road

Contact: +974 388 6744

In a nutshell: Too much is never enough

GOURMET – MIDDLE EAST – UNITED ARAB EMIRATES



OCTOBER 1, 2015

*OUR 5 FAVOURITE
THINGS ABOUT NOVIKOV
DUBAI*

BY LAUREL MUNSHOWER

Visiting the brand-new venue for its grand-opening party this week, we found there's plenty to like about the popular London transplant

Stow that Louis Vuitton weekender at home because you no longer need to jet set off to London to indulge in one of the city's long-standing hotspots. Entrepreneur and restaurateur Arkadiy Novikov has brought his eponymous eatery to *Dubai*, and after experiencing the restaurant's grand opening in the Sheraton Grand Hotel this week, we're looking forward to many happy returns.

While the atmosphere was just as glamorous as one would expect from the brand, the opening night threw in some surprises to ensure the launch would be one to remember - and here are five of our favourite discoveries from the evening.



1. Food glorious food

A contemporary Asian menu is filled with decadent cuisine from roasted Peking duck temptingly on display in the open kitchen to succulent king crab legs chilling on the vast seafood bar. But we were most impressed with the enormous yellowfin tuna that was carved before our very eyes and served up as melt-in-your-mouth sashimi, and the nimble fingers of the chefs meticulously creating exquisite little purses of deliciousness at the live dim sum station. A dalliance between Japan and Mexico has resulted in mini wagyu beef tacos that are a must-try nibble.

2. RED-HOT DÉCOR

Almost literally. Entering Novikov feels like suddenly finding yourself in a Bond-villain's lair tucked beneath an active volcano. Japanese-influenced, rich wooden furnishings and charcoal-coloured stone accents are surrounded by dark walls with angular cracks that emanate a sultry red glow, while the oversized lighting hanging above is evocative of molten balls of lava. It's the ideal scene for an evening of intrigue and mystery.

3. IN SKILLED HANDS

Head chef Shane Macneill serves up an exceptional Asian dining experience. With previous stints in a number of Nobu Matsuhisa's celebrated kitchens, as well as Yotto Japanese by Cipriani in Abu Dhabi, diners are well advised to arrive ready to feast.



4. Multiple personalities

Over a two-storey spread of 13,000 sqm, four opulent areas dish out distinct experiences. A spacious dining room showcasing touches of Asian design flair is the main event with ample space to accommodate intimate date nights and celebratory groups of friends, while the mezzanine level hosts elite private dining parties. But if a multi-course meal isn't what you're hungering for, guests can also grab a smaller bite at the sushi bar, or settle into the lounge area accented by glowing purple panels with a cardamom-tinged martini.

5. DINNER AND A SHOW

While it's unlikely to be a staple during a usual night of dining, women clad in futuristic Japanese attire (the

most over-the-top outfits even doubled as serving tables) were just the beginning of a whimsical evening that featured elegant dancing geisha and a pair of impossibly lithe contortionists-slash-acrobats. The imaginative evening has us looking forward to things to come.



Source: DESTINATIONS OF THE WORLD NEWS – 01/10/2015



BITES

They make it, Bites covers it, you consume it

Edited by
Stacie Overton Johnson



Novikov Restaurant & Bar will be open nightly for dinner, serving up signature Asian cuisine. Courtesy Novikov Restaurant & Bar

Novikov Restaurant & Bar opens today

Stacie Overton Johnson | August 5, 2015

Novikov Restaurant & Bar opens today at the Sheraton Grand Hotel in Dubai. The new 13,000 square metre restaurant serves up progressive Asian cuisine from Japan, China and Southeast Asia.

The restaurant is the brainchild of Russian entrepreneur and restaurateur Arkadiy Novikov. The restaurant already has popular locations in Moscow and London. This is the first Novikov Restaurant in the Middle East.

Novikov's executive chef is Shane Macneill, who has previously worked in several Nobu Matsuhisa restaurants around the world as well as Yotto Japanese restaurant by Cipriani at Yas Marina & Yacht Club in Abu Dhabi. Signature dishes on the menu include the Novikov Peking duck, king crab leg wasabi gratin and toro tartare with caviar.

Novikov will have four distinct areas that encircle an open kitchen: a bar & lounge; a sushi counter; the main dining room; and a mezzanine private dining room. The two-level restaurant, which can seat 280 guests, will have its own main road entrance off of Sheikh Zayed Road.

Novikov is open nightly from 6pm to 11:30pm. The lounge area will stay open until 2am. For reservations, call 04 388 8744

Source: www.onlinedubai.com - 05/08/2015

Novikov Restaurant & Bar to open in Dubai

📅 16 Jun 2015



Internationally celebrated Novikov Restaurant & Bar is going to open in Dubai on 22nd July.

After its huge success in Moscow, Russia and having ruled as one of the leading lights on the restaurants of London among the honorable Londoners, this is the first presence of the brand in the Middle East. The invention of newly dubbed top three most influential Russian industrialist, Arkadiy Novikov, the restaurant became popular by its likewise A-List, following from international celebs to the world's most powerful jet-setters. Dubai's Novikov Restaurant & Bar comes under the portfolio of Bulldozer Group (The entertainment and dining group of Toko, Sass Café, VIP Room and Movida), Arabian Business Hospitality Group of the Year.

The culinary uniqueness of Novikov rejoices dining that fuses contemporary trends with traditional Asian cuisines. Novikov offers continuous oriental flavors from China, Japan and from South-East Asia. Every dish reflects authentication, with popular ingredients treasured by Dubai market. A top-notch Asian influenced menu will be offered to the guests at the sizzling after-dark venue, prepared by highly skilled specialty chefs, led by Shane Macneill — the executive chef.

Macneill possesses an unparalleled understanding of the menu and the signature dishes of Novikov Restaurant & Bar, which include the mouth-watering Novikov Peking Duck, Toro Tartare with Caviar and King Crab Leg with Wasabi. The 13 thousand square meter venue, located on Sheikh Zayed Road, with 280 seats, makes an ideal eating-out place at Sheraton Grand Hotel, with its exclusive entrance facing the main road.

Mixing innovative modern interiors with outstanding culinary offerings, the restaurant-meets-lounge ascends across 2 floors, divided into 4 separate segments, each reflecting unique flavors. The Bar & Lounge, Main Dining Room, Sushi Counter, Mezzanine Private Dining Room surround an enthralling open kitchen, kindling the full-of-life culinary passion from deep rooted traditional foods of Asia, at the same time, allowing the genius chefs to interact with their customers. In order to develop brand expansion in The Middle East, Bulldozer Group is partnering with Novikov.

To this, the managing partner of Bulldozer Group, Evgeny Kuzin, said that as the Novikov Restaurant & Bar Dubai opens, they will be revealing an impressive fresh concept of dining in the Middle East that will offer brand's hallmarks — personalized service, various dining experiences, exciting menu, modern design along with a cool location and number of authentic touches, designed to intensify luxurious experiences for the guests.

Source: www.onlinedubai.com

Novikov Restaurant & Bar opens today



Novikov Restaurant & Bar opens at the Sheraton Grand Hotel in Dubai. Courtesy Novikov Restaurant & Bar



Stacie Overton Johnson

Aug 05, 2015



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Powered by automated translation

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