

# IDG

Innovative Dining Group

BOA  
  
Steakhouse

SUSHI  ROKU

  
KATANA  
robata and sushi bar

  
RobataBar

 ROKU

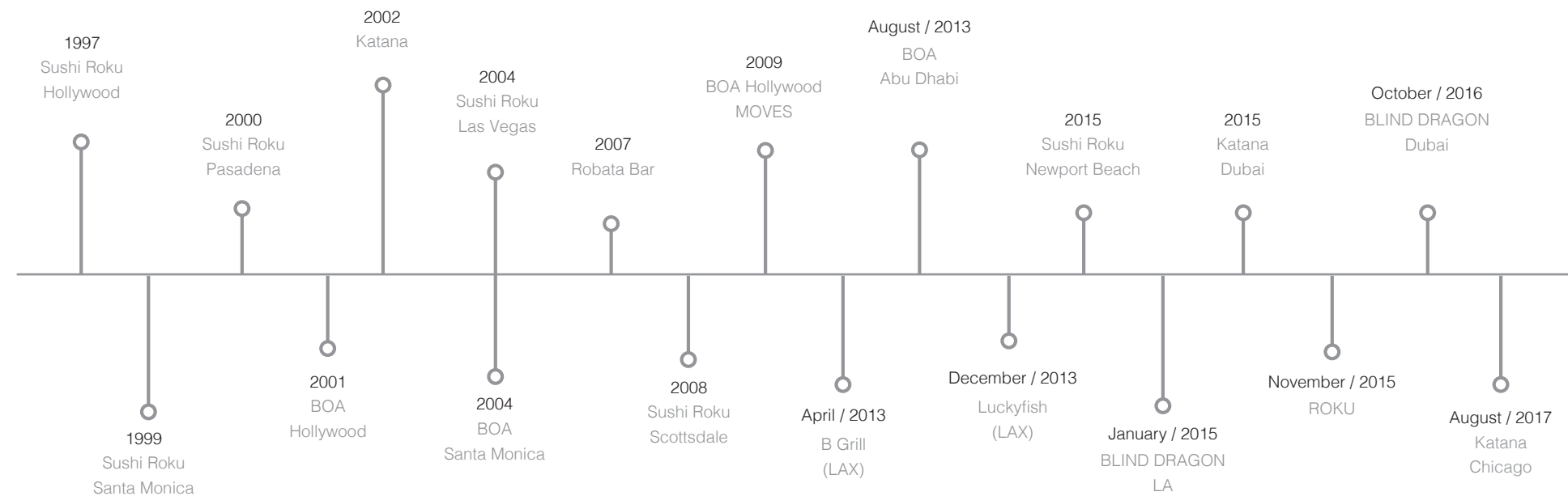
 GRILL  
by BOA Steakhouse

  
Blind Dragon

DELPHINE  
EATERY & BAR

  
Luckyfish  
BY SUSHI ROKU





## about IDG.

IDG operates some of the most successful and legendary restaurants in Los Angeles, Las Vegas, Scottsdale and now Chicago. IDG artfully combines exceptional cuisine with beautifully designed surroundings, resulting in restaurants just as popular today as when they first opened. IDG restaurants serve as the ‘homebase’ to entertainers, business leaders, politicians, studio heads, and locals alike. These tastemakers have come to rely on IDG to create the next great dining destination which they can call home.

Internationally, IDG has licensed BOA Steakhouse in Abu Dhabi, Delphine in Dubai as well as the newly opened Katana at the Address Hotel in Dubai. In addition to the Middle East locations, IDG has partnered with Areas Hospitality and Starr Concessions to operate two concepts at LAX Airport. All of our venues reflect bold, modern interpretations of traditional concepts, reflective of the company’s dynamic partners. Our chefs create menus with signature items that always land on the “must have list” in each market.





## LEE MAEN

is a Los Angeles native who graduated from UCLA with a degree in Economics and later an MBA from the Anderson School at UCLA. Following a successful several years as a commercial real estate broker for Prudential Commercial/Investment., Mr. Maen founded his first entrepreneurial venture with the development of The Gem Bar & Lounge. In 1996, Mr. Maen, along with three business partners, developed their first ground breaking Sushi Roku on Third Street in Los Angeles revolutionizing the typical Japanese restaurant. Currently, Mr. Maen is involved in virtually all aspects of Innovative Dining Group or IDG. In addition to partnering with the other founders overseeing IDG's executives in charge of operations, Maen leads the branding, marketing and PR as well as Business Development and negotiating new Real Estate. Mr. Maen is a member of YPO and is the Chairman of the Sunset Strip Business Improvements District's Advisory Board.

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## PHILIP CUMMINS

began his professional career as an Analyst and then an Associate with the investment banking firm of Donaldson, Lufkin & Jenrette ("DLJ"). While at DLJ, Mr. Cummins worked on a full range of investment banking transactions for companies such as Occidental Petroleum, Starbucks Coffee, MGM Grand and Costco. Through his work at DLJ, Mr. Cummins gained experience in the fundamentals of finance, accounting, systems, controls, and management philosophy. He additionally became familiar with the different techniques of strategic planning, modeling and growth. After leaving DLJ, Mr. Cummins has been the key founder and operator of three nightclubs in Los Angeles. In 1996, Mr. Cummins joined in the development of the initial Sushi Roku and was a founding partner in IDG. He is involved in the daily operations of the restaurants mostly in seeking to maintain their high profitability as well as establishing systems and controls. He oversees the accounting and human resource department of IDG.

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## CRAIG KATZ

a Los Angeles native, graduated with honors from Arizona State University receiving a degree in Communication. Shortly thereafter, he started a promotional company called Industry Entertainment, whose projects included the promotion, operation, and management of several restaurant nightclubs and numerous special events. The company was responsible for reviving numerous restaurant nightclubs in the Los Angeles area. Katz was a founding member and general partner of the Gem lounge in Hollywood. Katz joined forces with his partners Lee Maen and Philip Cummins in 1996 to assist in developing the initial concept of Sushi Roku and is a founding member of Innovative Dining Group. He is a part of all pertinent decision making concerning overall operations of IDG. Katz has his hand in most of the ingredients of success of Innovative Dining Group, with his primary focus on marketing, promotion, and floor operations in restaurants.



## the COVERAGE.

Access Hollywood	Good Day LA/FOX 11	New York Post
Access Hollywood/NBC	GQ	Newsweek
Allure	Hollywood Life	Niche Media
Angeleno Magazine	The Hollywood Reporter	Ok! Magazine
Associated Press	Hospitality Design	People
Associated Press (TV)	Huffington Post	Playboy.com
Bon Appetit	In Touch Weekly	Robb Report
C Magazine	Insider Magazine	Self
Celebrity Living	InStyle Magazine	Special Events Magazine
Celebrity Living Weekly	KCAL-TV	Star
CNN	KCRW	Star Magazine
Cosmopolitan	LA Times	Sunset Magazine
Daily Variety	LA Times Magazine	T: The New York Times
E! News	Las Vegas Review Journal	Style Magazine
E! News Now	Las Vegas Weekly	Travel + Leisure
E! Online	Las Vegas Life	US Weekly
The Ellen DeGeneres Show	Life & Style Weekly	USA Today
Entertainment Today	Los Angeles Business Journal	Vanity Fair
Entertainment Tonight (online)	Los Angeles Magazine	Variety
Entertainment Weekly	Los Angeles Times	Vegas Magazine
EXTRA!	Maxim	Vogue
Flavorpill	Modern Luxury	W Magazine
Food & Wine	MSNBC	WWD
Glamour	New York Daily News	WWD Scoop







IDG  
CONCEPTS





# BOA



## Steakhouse

BOA epitomizes the modern-day steakhouse. The menu elevates the traditional steakhouse by combining innovative technique and premium ingredients with the comfort of traditional American cuisine. Known for its Prime steaks, BOA offers a wide selection of Midwest raised beef including the signature 40 Day Dry-Aged New York Strip, the 21 Day Dry-Aged Bone in Rib Eye, the Sun Fed Ranch True Organic Petite Filet Mignon and the unbeatable Premium A5 Japanese Wagyu. Steaks are served with house-made sauces or rubs such as the beloved J1 sauce and the chimichurri.

To complement its striking steak selections the restaurant offers a variety of bold-flavored dishes expertly prepared. These include the table-side Classic Caesar Salad named “Best Caesar Salad in Los Angeles” by Angeleno Magazine, their deliciously elevated version of Mac-n- Cheese, a Lobster Mashed Potato and the all-time favorite Chipotle Lime Corn.

The menu also includes superb seafood options including Live Whole Maine Lobster, Faroe Island Natural Salmon and top grade Ahi Tuna. Weekly fish specials always reflect BOA’s signature style while incorporating the freshest catch available. Additionally, BOA features an eclectic and delicious lunch menu with a wide variety of signature sandwiches, salads and entrée options.

BOA offers an extensive cocktail menu with custom creations from in house mixologists as well as a carefully curated wine list winning Wine Spectator’s Best of Award of Excellence and featuring over 50 wines by the glass.

IDG

### LOCATIONS.

Santa Monica  
West Hollywood  
Abu Dhabi, United Arab Emirates





“

BOA. One of the top ten steakhouses in the world

- NATIONAL GEOGRAPHIC'S PASSPORT TO THE BEST



“Quite the celebrity-spotting scene”

- LA.COM

“Perhaps the greatest Caesar salad of my life.”

- RESTAURANT HOSPITALITY MAGAZINE

“Quite simply one of the best steaks in America.”

- SUNSET MAGAZINE

“A steak house for the hip at heart.”

- S. IRENE VIRBILA, L.A. TIMES

“One of the city's grandest restaurants.”

- ANGELENO MAGAZINE

... the New York strip, possibly, the “best steak in town.”

- BRAD JOHNSON, MODERN LUXURY

“Sleek, contemporary and hip.”

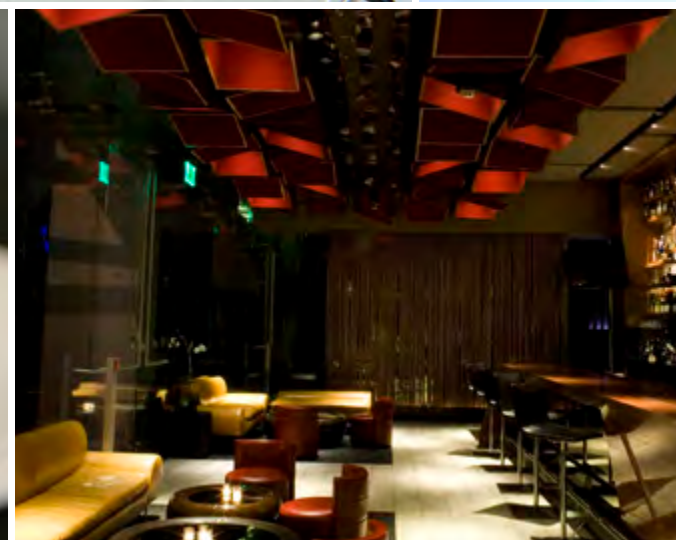
- HAUTE LIVING

“Poised to earn a seat at the table alongside its elite peers in Abu Dhabi's steakhouse scene.”

- THE NATIONAL ABU DHABI

“Sure to satisfy even the most discriminating tastes.”

- HAUTE LIVING







# KATANA

robata and sushi bar

A hotspot for Hollywood's elite, Katana's award-winning interior design, hip vibe and exquisite cuisine makes it the sexiest stop on the Sunset Strip. Beneath its ambient lighting and stylish décor, Katana captures the essence of Japanese cuisine with authentic "Robatayaki". Katana simultaneously blends the art of traditional Japanese cooking and modern Asian cuisine. Bamboo skewered meats, seafood, poultry and vegetables are grilled over open flame "bincho tan" coals. These Japanese wood charcoals infuse a rich smokey flavor into the bite sized delicacies. The menu also offers an array of modern sushi including signature rolls such as the Katana, Ebi Jalapeno and Spicy Tako roll in addition to the the known classics. Signature sharing plates from the kitchen like the Blue Fin Tuna sashimi with wasabi soy truffle oil and Yellowtail with diced chilies are among the favorite cold dishes featured on the menu.

Hot dishes include Japanese A-5 "Wagyu" beef, Chilean Seabass, and Yaki Niku short ribs. In addition to its extensive Japanese menu, Katana also features an impressive selection of over 40 bottles of sake ranging from the smooth flavors of Ginjo-Shu to the rich Jummai-Shu. From sake novices to aficionados, the sake sampler offers guests an authentic look into the world of Japanese sake. Additionally, Katana features a handpicked list of wines and Japanese beer including Red Sun which is brewed exclusively for IDG restaurants. The in-house mixologist crafts exotic cocktails such as the Yuzu Margarita and the Matcha Mule which are mixed with only premium seasonal ingredients and fresh-squeezed juices.

With its incredibly crafted food and drinks, ambiance and stunning décor, Katana is a can't miss destination on the Sunset Strip for locals and visitors alike.

## LOCATIONS.

IDG

West Hollywood  
Dubai, United Arab Emirates  
Chicago





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## Super Scene for the Super Hip

- Zagat LA 2008



“Sensational Robata Skewers.”  
“Sexy Ambiance.”  
“What LA is all about.”

— ZAGAT LA 2007



“Supermodels” simply blend into the hot crowd at this “chic and gorgeous” sushi bar where star sightings occur left and right and beautiful industry types drink on the patio to feel like “king or queen of the Strip”; its location across the street from Skybar in West Hollywood makes it a pre-party spot, but its the perfect place to dine and chill afterwards over yummy martinis made from the great selection of sake – so why leave?

— ZAGAT LA 2008







# SUSHI ROKU

Sushi Roku, at the heart of IDG restaurants, is the birthplace of innovation in modern asian dining. It combines the classics of Japanese cuisine with a California inspired twist making Sushi Roku the go-to sushi spot in Santa Monica, Newport Beach, Pasadena, Las Vegas and Scottsdale.

Using the freshest and finest ingredients available master chefs incorporate non-traditional ingredients such as jalapeños, black truffles and Italian cheeses into edible works of art. Corporate Executive Sushi Chef Hiroshi Shima oversees a team of culinary all-stars who are constantly creating new and exciting dishes to delight guests. Sushi Roku favorites include the Yellowtail Diced Chilies, Spicy Tuna on Crispy Rice “Hanabi”, and the freshest fish from around the world.

Sushi Roku has truly transformed the traditional sushi bar scene by elevating the standard sushi bar to a stylish and high energy escape. It combines exceptional cuisine with a warm, seductive, and exciting environment. In addition to its bold and diverse menu Sushi Roku patrons can sample specialty cocktails, extensive wines and sakes as well as a hand-picked selection of Japanese beers.

Sushi Roku invites guests to experience the spirit of Japan and modern dining at its finest no further than the West Coast.  
Arigato!

## LOCATIONS.

Santa Monica  
Newport Beach  
Pasadena  
Scottsdale  
Las Vegas

IDG





“

Hyper Hip, Super Creative, Extraordinary Sushi

- Zagat



“The most amazing views  
of the Strip.”

– ZAGAT, LAS VEGAS

“One of the most popular  
sushi spots in town.”

– MICHELIN GUIDE, LA

“Voted most romantic spot  
in Las Vegas.”

– 944 MAGAZINE

“The Las Vegas Strip’s premier  
destination for sushi and  
Japanese cuisine.”

– LAS VEGAS ENTERTAINMENT

“In addition to stellar sushi,  
Sushi Roku also features an  
unforgettable cocktail menu.”

– 10BEST.COM

“A-list fish.”

– WHERE MAGAZINE

“Top 10 Valley dishes.”

– AZ CENTRAL

#### AWARDS

LAS VEGAS LIFE MAGAZINES  
**Best New Restaurant on the Strip**  
**Best Cocktails**  
**Best Japanese**

CITY SEARCH  
**Best Japanese in Las Vegas: Sushi Roku**

AOL  
**Best Sushi**







# ROKU

Located on the famous Sunset Strip, ROKU's unique architecture features a warm yet modern Asian ambiance centered on a beautiful open air patio. The sprawling 8,000 square-foot indoor-outdoor space artfully combines rustic and industrial elements with Japanese culture inspired details. Pivoting storefront windows and cutting-edge steel light fixtures makes the space unlike anything else in Los Angeles. Likewise, ROKU's diverse Japanese cuisine is unparalleled.

Adventurous guests indulge in innovative hot and cold dishes including Salmon wrapped with Daikon and topped with Caviar as well as Seabass and Wild Mushroom "Toban Yaki." Sushi connoisseurs enjoy custom Omakase at the exquisite live edge sushi bar with Executive Sushi Chef Jiro Kobayashi. ROKU also offers Teppanyaki tables where talented chefs excite the guests while A-5 Japanese Wagyu and Santa Barbara Spot Prawns sizzle on the Hibachi grill.

Mixologist crafted cocktails like the Stranger in Paradise and the Matcha Mule complement each dish. Adorned in Japanese Sake bottles, the backdrop of the bar houses a handpicked and exclusive sake collection. Roku features Japanese craft beers, as well as one of the largest selections of Japanese whiskey in the LA culinary scene. Serving as a hub for innovation, ROKU also stands as a test kitchen for the IDG culinary team to experiment and create new dishes for IDG's other Japanese restaurants in Los Angeles, Las Vegas, Scottsdale, and Chicago.

IDG

LOCATIONS.

West Hollywood

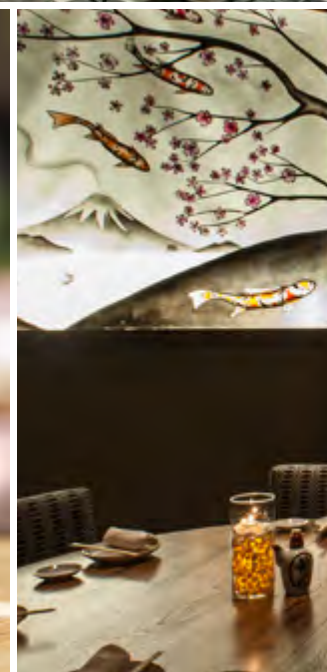




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# LA's Best Omakase

- FORBES TRAVEL



“It's like Benihana's Hipper,  
Younger Sister”

- EATER

“Ultimate Summertime  
Destination.”

- GUEST OF A GUEST

“Best restaurants for groups.”

- THRILLIST, LA

“Best Interactive Dining”

- CBS, LA

“L.A.'s Best New Restaurants.”

- ZAGAT

“L.A. hot spot for the perfect girls  
night out.”

- EATER

L.A.'s Restaurants with the most  
Stunning Design”

- EATER

“Hottest Restaurants in L.A.”

- EATER

“Top 10 New &  
Notable Restaurants in L.A.”

- GAYOT







# RobataBar

Inspired by the pubs of Tokyo, Robata Bar combines modern style and ancient practices. Our sultry, inviting setting centers around Robatayaki, a time-honored tradition of grilling skewers over an open flame and binchotan charcoal. This technique adds a smoky richness that intensifies the flavor of our premium meats, fresh seafood and seasonal vegetables.

Alongside this Japanese comfort food, we serve a delicious selection of traditional and California-inspired Asian cuisine. Our sushi chefs artistically prepare rolls, sashimi and nigiri with seafood flown in from Japan. We also offer hot and cold signature dishes from our inventive kitchen. At the bar, we house a vast collection of sake, Japanese beer and whiskey, and craft cocktails, all hand-selected to accompany our delectable, flavorful fare.

Located in Santa Monica, Robata Bar also features an outdoor patio overlooking the Pacific. Indoors and out, Robata Bar creates an experience where guests can relish the art of Japanese cuisine.

IDG

LOCATIONS.

Santa Monica





“

Robata Bar is absolute perfection.

- SANTA MONICA MIRROR



“Sensational Robata Skewers.  
Sexy Ambience.”

- ZAGAT LA

“Redefining Japanese Cuisine”

- EXAMINER

“Satisfy the most  
discerning palate”

- CBS LOCAL

“Food is phenomenal.  
Sushi is Incredible”

- OPENTABLE

“Best Happy Hour in Town”

- YELP







PARTNERSHIPS  
DOMESTIC &  
INTERNATIONAL





The exclusive Sushi Roku inspired sushi bar located at the Tom Bradley International Terminal at LAX Airport satisfies sushi craving for all travelers.

This Japanese eatery offers favorites from its sister restaurant including the Spicy Tuna Hanabi on crispy rice, Baked Crab Hand roll, Hakata Ramen with Cha-Shu pork. Pair the assortment of sashimi, rolls, bowls, and ramen with a fine selection of sake and specialty cocktails.

- Los Angeles International Airport Terminal 7



Dining at LAX just got a little more luxe thanks to B Grill by BOA Steakhouse. Housed within the airport’s Terminal 7, the new modern, sleek restaurant features a sit-down dining experience catered to the busy traveler.

At B Grill, enjoy our signature burger with Camembert cheese or petit filet mignon perfect before or after a flight. Then, wash it down with a drink from the full-service bar or a wine from the exclusively Californian list.

- Los Angeles International Airport



Delphine Restaurant perfectly combines the casualness of its Californian roots with the quiet sophistication of its Arabian surroundings with the comfortable armchairs blending seamlessly with dark marble walls to create a warm yet vibrant venue. Dominating almost the entire length of the restaurant is an open kitchen where our chefs are on hand morning, noon and night to create an array of international specialties.

Visit in the early hours to taste our daily organic breakfast spread and business lunch buffet.

- Dubai - United Arab Emirates



Renowned LA celebrity favorite, BOA Steakhouse has come to Abu Dhabi! Located in the Eastern Mangroves next door to the Anantara Hotel, this bold, sleek restaurant is complimented by Steaks and chops including the “40 Day” Dry Aged New York Strip, the “Bone In” Rib Eye, and American Wagyu, all served with a choice of rubs and house made sauces, including BOA’s own J-1 sauce.

A full complement of traditional steakhouse sides is offered, including the Classic Caesar Salad made tableside and Mac-n-Cheese paired with an extensive cocktail menu and a Wine Spectator award-winning wine list.

- Abu Dhabi - Eastern Mangroves Promenade



Katana Japanese Robata Grill has arrived in Downtown Dubai. With a hip and stylish vibe, Katana brings to life robatayaki style cuisine, blending sleek Japanese tradition and modern fare in the famed Address Downtown Hotel.

From signature sharing plates of Popcorn Rock Shrimp, Tuna Carpaccio with Arugula & Shaved Truffle to Yellowtail Sashimi with Diced Chiles, all served alongside Robatayaki seared skewers of Chilean Seabass and A5 Wagyu Beef, Katana is the place to enjoy lunch or dinner on the lake overlooking the famed Burj Khalifa.

- Dubai, United Arab Emirates



An exclusive Asian inspired lounge with private luxury karaoke suites, hidden on the Sunset Strip in West Hollywood. Here, the cosmopolitan elite enjoy exotic Tiki Cocktails and revel in the opulent lounge with a vintage soundtrack provided by stylish DJs.

Impromptu live music performances feature as the guests indulge into the feverish night. A playful Asian/Tiki food menu - perfect for sharing - is available throughout the night.

- West Hollywood, California
- Dubai, United Arab Emirates





## the EVENTS

Entertainment Weekly Emmys  
 Los Angeles Film Festival  
 Larry King's Cardiac Foundation Charity Event  
 City of West Hollywood's 25th Anniversary  
 Fox Network's Fall Launch  
 Esquire Magazine's Sexiest Woman Alive Issue Release  
 Spirit Awards Nominee Brunch  
 Fox Emmys  
 Warner Bros "The Losers" Premiere After Party  
 HBO "True Blood" Party  
 Neil Patrick Harris Walk of Fame  
 Warner Bros "Splice" Premiere After Party  
 Clive Davis' Birthday Celebration  
 Microsoft's Launch of BING  
 Samsung Product Launch  
 VMA's  
 Fox Fall Launch  
 Summit Entertainment  
 ESPN's NYE Bash  
 Film Independent Spirit Awards  
 Cover Girl's 50th Anniversary  
 Leeza Gibbons Dare to Care PreOscar Charity Event  
 Colin Firth Walk of Fame Luncheon  
 Adam Sandler Walk of Fame Party  
 Dern Family Walk of Fame  
 NBC Emmys  
 InStyle Oscar Viewing Party  
 HBO "Newsroom" Party  
 Glamour Magazine honors Zooey Deschanel





9200 Sunset Blvd. Ste 650 West Hollywood, CA 90069

T: 310.271.6000 | F: 310.271.6006

Contact us.

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**PR/Advertising:** [jill@innovativedining.com](mailto:jill@innovativedining.com) | **Comments:** [comments@innovativedining.com](mailto:comments@innovativedining.com) | **Real Estate:** [realestate@innovativedining.com](mailto:realestate@innovativedining.com)  
[www.InnovativeDining.com](http://www.InnovativeDining.com)