



**THE RITZ-CARLTON**  
NEW YORK, NOMAD

# NUBELUZ

**JOSÉ ANDRÉS INTRODUCES NUBELUZ**

**Stunning New Cocktail Destination at The Ritz-Carlton New York, NoMad**



**New York, NY** (September 23, 2022) – Opening on Saturday, September 24th, Nubeluz is New York’s newest cocktail destination from award-winning Chef José Andrés at The Ritz-Carlton New York, NoMad, developed by New York-based Flag Luxury Group. Located on the 50th Floor, Nubeluz was envisioned as a lightbox in the sky by globally-renowned architect Rafael Viñoly and brought to life by Martin Brudnizki Design Studio. Nubeluz brings together the Spanish word “nube” for cloud and “luz” for light. The glowing jewel box entices guests with its stylish interior and modern interpretations of classic cocktails coupled with remarkable 270-degree views of the New York City skyline from the rooftop.

“Nubeluz draws energy and inspiration from the great city of New York, which completely surrounds you here 500 feet in the air,” said Chef José Andrés. “Bringing the magic of our bars and lounges to the heart of this iconic city skyline is a meaningful milestone as we grow in New York City,” added Sam Bakhshandehpour, President of José Andrés Group.

“When we first envisioned this property with Rafael Viñoly we knew that the views would be spectacular and we needed to create an equally striking space inside for guests to be fully immersed in the beauty and glamour of New York at night,” said Dayssi Olarte

de Kanavos, President of Flag Luxury Group. “Nubeluz is truly the crown jewel atop The Ritz-Carlton New York, NoMad.”

The breathtaking new cocktail destination is a beacon of light in which [Martin Brudnizki Design Studio](#) blends a combination of reflective surfaces, indulgent textiles, modern materiality and life enhancing lighting to create a modern and sophisticated take on New York’s glamorous past. Nubeluz lights up the New York City sky with its sophisticated use of back-lit velum panels, mirrored details, glittering textiles, modern table lamps and onyx bar tops. The panoramic city view is flanked by two outdoor terraces, providing an unparalleled perspective of the iconic cityscape.

The cocktail program is led by Miguel Lancha, ThinkFoodGroup’s Cocktail Innovator and creative force behind the acclaimed barmini by José Andrés, a finalist for the 2022 James Beard Foundation Outstanding Bar Program Award. Nubeluz cocktails blend heritage and innovation in each creation such as the stunning *Foggy Hill* made with Del Maguey Vida mezcal, Yzaguirre 1884 Gran Reserva vermouth, Cynar, Aperol and a dazzling orange-thyme aromatic cloud as well as spirit free libations including the *Firefly* using Gnista Barreled Oak, saffron, Thai basil, Thai chili tincture, and Fever Tree Indian tonic.

In this celestial setting, Nubeluz offers light bites including *Grilled Cheese* (Thyme, honey mustard), *Bagel & Lox Cone* (cream cheese, marinated salmon roe, black sesame), *Jamón Ibérico de Bellota Cinco Jotas* (hand-carved, free-range, 100% ibérico ham from the legendary pigs of Spain with airbread and tomate fresco), and *Smoked Salmon* (labneh, salmon roe, fresh herbs, José Andrés potato chips).

Nubeluz is open Sunday – Wednesday from 4pm – midnight and Thursday – Saturday until 1 am. Reservations are required. For more information, visit [Nubeluz](#) or follow [@nubeluzbyjose](#).

### **About José Andrés Group**

José Andrés Group (JAG) is the creative team behind renowned dining concepts and the dynamic media company named for Chef and Founder José Andrés. Originally conceived as ThinkFoodGroup with co-founder Rob Wilder, and now led together with President Sam Bakhshandehpour, the newly named company reflects the breadth of its mission to change the world through the power of food, through its innovative restaurants and thoughtful storytelling across multi-media platforms. With over thirty restaurant concepts in Chicago, Las Vegas, Los Angeles, Miami, New York City, Orlando and Washington D.C, The Bahamas and the United Arab Emirates, José Andrés Restaurants offer culinary experiences that span from food trucks to world-class

tasting menus, including the two Michelin starred minibar by José Andrés in Washington, D.C. Formed in 2021, José Andrés Media was created to share how food connects people around the world. The production company specializes in unscripted and scripted television series, books, podcasts, and digital short- and mid-form content with a focus on food-related stories and characters, and the culture of food. José Andrés is an internationally recognized culinary innovator, New York Times bestselling author, educator, television personality, and humanitarian, twice named one of Time's "100 Most Influential People," and awarded "Outstanding Chef" and "Humanitarian of the Year" by the James Beard Foundation as well as the inaugural "American Express Icon Award" by the World's 50 Best Restaurants. For more information, visit [www.joseandres.com](http://www.joseandres.com)

### **About Flag Luxury Group**

Flag Luxury Group is a privately held real estate development company headquartered in New York City with a primary focus on luxury hotels and residences as well as land-based entertainment and retail projects. Flag Luxury Group was formed in 1997 by Dayssi and Paul Kanavos, who were driven by their passion for luxury hospitality and their desire to bring a forward-thinking perspective to the industry. Flag Luxury Group's ability to identify, acquire and build world-class projects in premier gateway city locations has established it as a leading development company in the industry.

**###**

### **For additional information please contact:**

Chloe Mata Crane, Baltz & Company, (212) 300-7102 / [cmcrane@baltzco.com](mailto:cmcrane@baltzco.com)  
Sarah Hermalyn, Baltz & Company (773) 682-5159 / [shermalyn@baltzco.com](mailto:shermalyn@baltzco.com)

**###**

25 West 28th Street  
New York, New York 10001 United States  
+1 (212) 404 8400