

TRAVEL AND HOSPITALITY

## Jumeirah heightens luxury restaurant offerings with new position

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*Burj Al Arab Jumeirah. Image credit: Jumeirah*

By STAFF REPORTS

Jumeirah Hotels & Resorts is looking to refresh and reinvigorate its restaurant capabilities with a new chief culinary officer.

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Michael Ellis comes from Michelin Restaurant and Hotel Guides, where he was the global director for Europe. CEO Jos Silva has appointed him to Jumeirah as part of his strategy to elevate the brand's luxury restaurant experience.

"Michael and I share a deep passion for food and dining experiences," Mr. Silva said in statement. "He is a renowned epicure with 40 years' experience, and a champion of food innovators, chef talent and culinary excellence.

"He has spent his lifetime championing extraordinary food with absolute dedication and has been responsible for introducing dining and food experiences to new audiences across the globe," he said. "His appointment is the cornerstone of the vision to put dining at the center of Jumeirah's luxury experience."

### Heightening culinary experiences

Mr. Ellis is filling a newly created role within Jumeirah. With his appointment, the hospitality group is looking to launch new restaurant concepts, gain new culinary talent and enhance existing restaurants to industry-leading levels.

"Jos has a bold and exciting vision to energize the hospitality industry," Mr. Ellis said in a statement. "The kitchen is where revolutions happen and as a creative culinary thinker I am delighted to have an opportunity to test my own, and the team's, drive for culinary innovation.

"Jumeirah is synonymous with Dubai; a city that has made the impossible possible, which led the world in many firsts, and I am excited by this zealous can-do spirit," he said. "I have dedicated much of my life to the culinary experience and as Jos takes Jumeirah's hotels into the next phase of dynamic growth, I am looking forward to bringing my passion for great food and dining to Jumeirah's guests."



*Michael Ellise joins Jumeirah as chief culinary officer. Image credit: Jumeirah*

The hotel brand recently responded to guests' hankering for options by expanding how loyalty points can be redeemed.

Jumeirah Sirius, named after the brightest star in the sky, is a recognition and rewards program for guests of Jumeirah hotels, resorts and residents around the world. At its current state, Jumeirah Sirius is designed to reward guests when they stay, dine, relax or shop within the Jumeirah portfolio of properties, but the program launched last year will expand potential perks ([see story](#)).

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