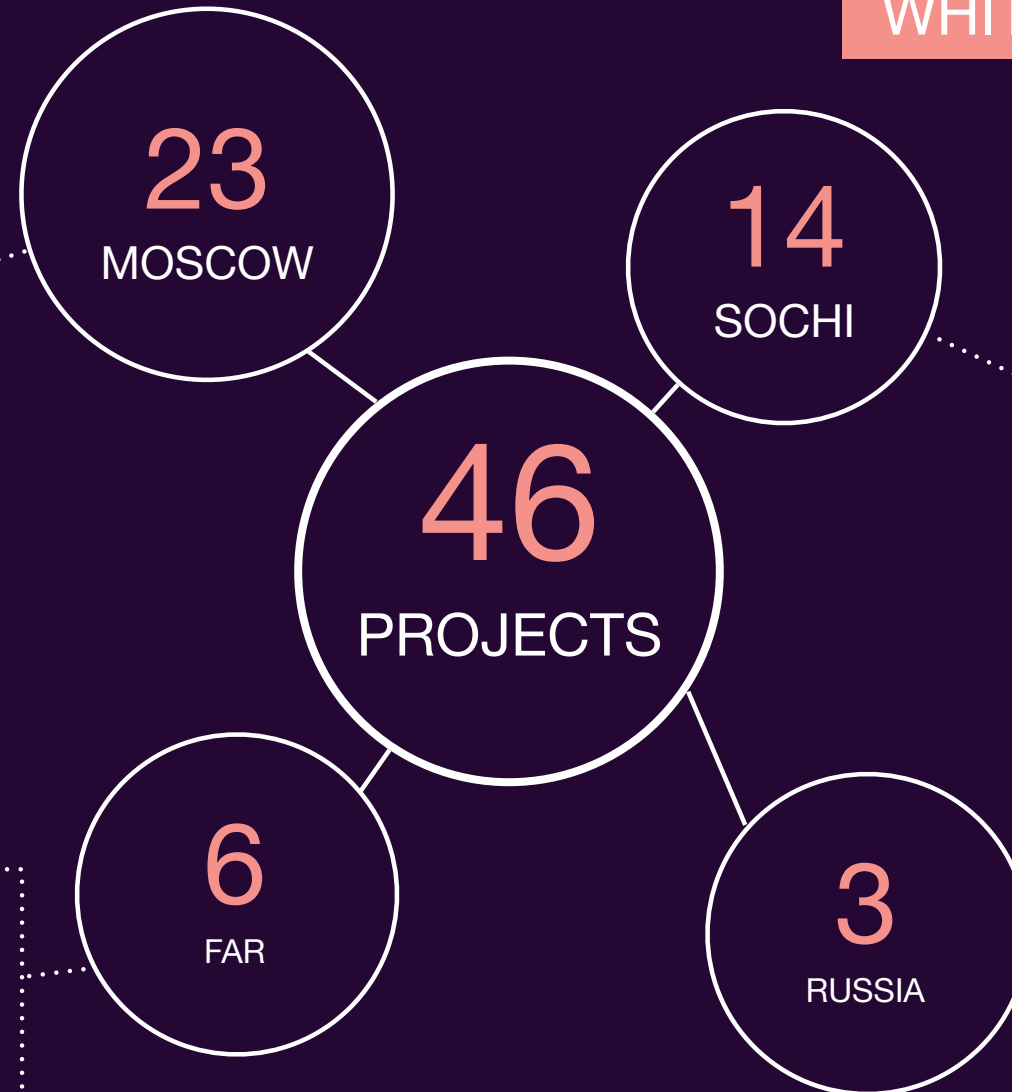


WTRF

WHITE RABBIT FAMILY



1. WHITE RABBIT
2. KRASOTA
3. SAKHALIN
4. SELFIE
5. GORYNICH
6. GVIDON
7. SHE (2)
8. CHEFS TABL
9. IKRA
10. TEHNIKUM (2)
11. MUSHROOMS
12. BENEDICT
13. ZODIAC
14. KOROBOK BAR
15. VOKRUG SVETA
16. CHE? KHARCHO!
17. WRF CATERING
18. RAKETA (2)
19. SAKHALIN OMAKASE JUNE 2023
20. NIKKEI MAY - JUNE 2023

1. RED FOX
2. CHE? KHARCHO! (2)
3. OGONEK
4. PLAKUCHAYA IVA
5. SAKHALIN
6. LUCIANO
7. CHICHABAR
8. SAUSAGE CLUB
9. IKRA
10. LAPSHICHNAYA
11. TEHNIKUM
12. GORYNICH JUNE 2023
13. GORYNICH GELENDZHIK JUNE 2023

1. SELFIE RITZ CARLTON (ASTANA)
2. SAKHALIN BODRUM
3. KRASOTA DUBAI MARCH 2023
4. SAKHALIN DUBAI DECEMBER 2023
5. SAKHALIN ISTANBUL DECEMBER 2023
6. WHITE RABBIT DUBAI JANUARY 2024

1. IKRA PLES
2. FRANCHISE GORYNICH
3. FRANCHISE SHE

White Rabbit Family

Russian restaurant holding, founded in 2011 by the restaurateur Boris Zarkov. Flagman project of the Company – Moscow restaurant White Rabbit joined the ranks of the world best restaurants according to The World's 50 Best Restaurants international rating. Other projects of the holding include premium class restaurants and democratic network projects: Selfie, Zodiac, Chicha, Kutuzovskiy 5, Luciano and others.

In 2013 WRF Southern branch was founded, which includes restaurants of Sochi and Roza Khutor Ski Resort: Red Fox, Sakhalin, Chicha Bar, Che? Harcho!, Luciano, Sausage Club, Burger Land.

The holding's restaurants became the example of the modern trends in the public catering and gastronomy world. They are included in the prestigious Russian and international ratings, authoritative European ratings.



3/4



Boris Zarkov

Businessman, restaurateur. Founder of White Rabbit Family management company.

Winner of the national prize for the contribution to development of the hospitality industry. Boris Zarkov opened his first restaurant projects early in 2000-s, having united gastronomy and club culture. And in 2010 he presented White Rabbit restaurant, which high author's cuisine came to the fore. It became the flagman project of White Rabbit Family, established a year after. Now almost two dozens of successful restaurants in Moscow and in Sochi are united under WRF brand and in 2016 the company is ready to enter the international market.

Immediate author of the concepts of all his projects Boris Zarkov sets trends for the Russian restaurant business in general. He is one of the masterminds of new Russian cuisine, foodie, concerned about search of the local products and development of the Russian gastronomic tourism.

4/5



Vladimir Mukhin

Chef of White Rabbit restaurant. Brand chef of White Rabbit Family. Member of the National Guild of Chefs. One of the outstanding Russian chefs, cook in the fifth generation, Vladimir began his career at the age of 12 years old in the kitchen of the restaurant, where his father worked. He attended the classes in the cooking school, where his grandfather taught, as an auditor. In 2004 he graduated from Plekhanov's Academy. He trained in France (Christian Etienne, *Michelin), Spain (El Celler de Can Roca, ***Michelin, ranked 1st in The World's 50 Best Restaurants rating, as well as was awarded as the Highest New Entry.

Vladimir Mukhin oversees the kitchens of all restaurants, included in WRH holding. Seasonality, actuality and taste are the main principles, by which Vladimir Mukhin is governed, when creates the menus of the new projects.



White Rabbit

Flagman project of White Rabbit Family Holding. Restaurant with a panoramic view to the historic center of Moscow and modern Russian cuisine in execution of one of the Russian leading cooks Vladimir Mukhin. In 2015 White Rabbit ranked 23rd in The World's 50 Best Restaurants global rating.

Along with a la carte menu chef offers a degustation set of seasonal local products. The set, presented in January 2016, is called "Forward to the past"; based on "Domostroy" and annals of XV-XVI centuries, it returns to the traditional taste of the Russian cuisine before foreign borrowings and alien influence. Unique gastronomic performances take place in the gastrobar of the restaurant once a week.

Selfie

Restaurant of the author's cuisine of the tandem of chefs – Vladimir Mukhin and Anatoly Kazakov, located on the second floor of Novinsky Passage. International dishes, cooked from Russian foodstuffs, are presented in the a la carte menu. Also one can taste a degustation set with Russian wines and order a live Kamchatka crab from the aquarium with sea water in Selfie.

Open kitchen, furnished with ultramodern equipment and surrounded by the chef's table, is a visit card of Selfie.



Zodiac

Pan-Asian restaurant with the author's menu by Vladimir Mukhin and Ilya Zakharov. Wide geography of the menu includes Japanese sushi and rolls, Thai tom yum, Vietnamese nems, Singaporean noodles and other popular dishes, as well as the branded dessert – Vasagi mochi. Regular gastronomic festivals allowed Zodiac's guests to get acquainted with various national cuisines of the Asian countries. The original interior of the restaurant with the bar, flooded in concrete, and high wall of live greenery has been awarded with prestigious architectural prizes repeatedly.



Red Fox

RED FOX ROZA KHUTOR is a Sochi project of White Rabbit Family restaurateur. European cuisine restaurant in Roza Khutor Ski Resort. Cozy hall for 117 seats with a fireplace and contact bar counter, as well as a separate karaoke hall for 32 seats are offers for the services of the guests.

The restaurant's menu is based on local seasonal products: Black sea fish, Abkhazian fruits, farm cheeses, fowls, poultry from the proprietary farm, herbs and berries from the forests of the Caucasian nature reserve. Live seafood from the aquarium with seawater can also be ordered in the restaurant.

Che? Harcho!

Popular network project of White Rabbit Family – Black Sea cuisine restaurants. Che? Harcho! in Sochi works on the main touristic embankment in summer. Che?

Harcho! near the cable way in Roza Khutor is open the year round.

Restaurants present the democratic food from local foodstuffs, making an accent on the grilled dishes. Live music, performed by rock bands and jazz bands, sounds in the restaurant on the embankment every evening in summer.



Mushrooms

First mushroom restaurant in Russia. Here one can not only taste traditional mushrooms from the Central Russian region or exotic mushrooms of the South-Eastern Asia, but also order dishes with truffles at the cost at any time of the year. The menu, made by Vladimir Mukhin and Ilya Zakharov is based on Italian cuisine dishes, which can also be ordered without mushrooms.

The distinctive feature of Mushroom – panoramic terrace on the roof – will start working in summer 2016. And now the restaurant receives the guests in the hall, rated for 80 seats, which is located on the second floor of Hymen Trade Center.



Chicha Bar

Joint project of WRF founder Boris Zarkov, Alexander Revva and DJ Smash in Roza Khutor Ski Resort in Sochi. Younger brother of the popular Moscow restaurant – Chicha. In day time Chicha Bar is a restaurant with the original Japanese and Peruvian cuisine, cooked by chef Alexey Kogay, who passed training in the famous restaurant Maido (ranks 44th in The World's 50 Best Restaurants). And after 23.30 it is a bar club with author's cocktails and dancing until the morning. Sushi and rolls in nikkei style, Peruvian variant of the Japanese cuisine, became the bar's visit card. Peruvian pisco-based cocktails, as well as original author's mixes await the guests in the bar.



Sakhalin

New project of White Rabbit Family in Roza Khutor Ski Resort. Kamchatka crab, Sakhalin shrimps, sea scallop, trumpet fish, redfish, greenling – these and other delicacies of the island of Sakhalin became the base of its cuisine. There is Seafood Bar in the center of the menu, which range includes several types of shrimps, fresh and cooked in the open fire, crab, oysters, various tartars and carpaccios, beer, presented by the best sorts of the domestic and import brewery, became an ideal companion to them.

In autumn 2016 WRF will present the second restaurant, which cuisine will be based exclusively on the Russian fish and seafood. New Sakhalin will be opened on the 89th storey of the Federation Tower in Moscow-City and will become the most highly-located restaurant of Europe.



Sausage Club

Gastronomic fast food from White Rabbit Family. Original concept combines the democratic sausage house and a fashionable café with open grill. Recipes of all dishes are developed specially for Sausage Club and the branded sausages are made exclusively from the chilled meat.

Lamb meat with spices, tender veal or pork, turkey with parmesan or dietary chicken – everyone will be able to find a recipe to one's taste in the menu. And well-thought logistics of service and kitchen allow to service a lot of clients quickly. Sausage Club can be easily transformed to any format: café on the food court of the shopping mall or market, gastronomic fast food in city festivals, modern snack bar in the park.

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