

CRYSTAL[®]

Crystal Announces Exclusive Collaboration With Global Restaurant Brand Beefbar
*New Offering Will Add To The Exceptional Food & Beverage Program Onboard
Crystal Serenity and Crystal Symphony*



MIAMI (Feb. 23, 2024) – Today, Crystal is thrilled to announce an unprecedented collaboration that sets a new standard in culinary excellence on the high seas with world-renowned restaurant, Beefbar. In a groundbreaking move, Crystal will be the first cruise line to offer the Beefbar concept at sea when it debuts this summer.

Beefbar, born in Monte-Carlo, is the brainchild of visionary restaurateur Riccardo Giraudi and has more than 20 locations around the world in some of the most iconic cities such as Mykonos, Paris, Milan, St. Barth, Hong Kong and more. The brand will soon be debuting in the United States with its first location set to open in New York City this spring. However, during the South Beach Wine and Food Festival[®] this evening at the *Fontainebleau Miami Beach & Fontainebleau Las Vegas present Wine Spectator's 'Best of the Best' sponsored by Crystal*, visitors will have the first opportunity to sample the cuisine. Known for its exquisite selection of prime cuts and innovative culinary creations, Beefbar will perfectly complement Crystal's dedication to delivering unparalleled dining experiences to its guests.

"We are thrilled to embark on this culinary journey with Beefbar," said Cristina Levis, CEO of A&K Travel Group, "As the first cruise line to offer Beefbar exclusively, we are bringing an extraordinary dining experience to our guests, aligning our brands with a shared commitment to excellence. Riccardo is a

visionary and a friend, and it is with this vision and values that Crystal is dedicated to once again elevating the standards of culinary excellence."

Guests can anticipate savoring a delectable Beefbar menu during both lunch and dinner service, which will feature a variety of items including vegetarian and vegan options as well as specialty cocktails. The favorite signature dishes of Tastes will continue to be served at Beefbar. With a focus on quality, innovation and an unwavering commitment to culinary excellence, this collaboration is poised to redefine the standards of dining aboard cruise ships.

"We are delighted to bring the Beefbar experience to Crystal," said Giraudi. "This collaboration signifies a merging of two brands dedicated to delivering exceptional dining experiences. We look forward to captivating the palates of Crystal's guests with our unique culinary offerings."

More details about the Beefbar menu will be announced soon. To book any of Crystal's exceptional itineraries, contact your travel advisor, visit crystalcruises.com or call 1-800-446-6620.

Please find Beefbar images [here](#).

About Crystal

For more than three decades Crystal has been synonymous with exceptional, award-winning voyages. In 2022 A&K Travel Group acquired the Crystal brand and its two vessels, *Crystal Serenity* and *Crystal Symphony*, ushering in a new era of Exceptional at Sea. The globally renowned cruise line offers discerning travelers industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal's pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences, destinations, and the latest cultural makers around the world. The reimagined ships boast larger, updated suites with artisanal finishes, new cutting-edge wellness offerings, spectacular entertainment, and complimentary world-class dining - including the return of UMI UMA - the only dining experience by Michelin-Star Chef Master Chef Nobuyuki (Nobu) at sea. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once on-board passengers feel as if they are perfectly at home.

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About Beefbar

Beefbar was created in 2005 by Riccardo Giraudi in Monaco. The Giraudi family has been considered for the past 50 years as the European leader in meat trading and a worldwide pioneer in bringing the bovine industry to the 21st century. While becoming a leader in the import of American Black Angus beef and the first importer of Wagyu and Kobe beef, Riccardo Giraudi embarked on a transformative journey into the hospitality sector in 2005, crafting unparalleled experiences for discerning consumers. Today, Beefbar boasts a formidable global presence, with more than 30 distinguished locations embodying excellence in culinary innovation and hospitality.