

KOA

‘The Four’ has come home with treasures for our guests to savor the modern European and Asian fusion to the hilt! Our top-notch dine-in in a highly sophisticated and refined space will satisfy the connoisseur of taste in everyone in every sense.

KOA is a destination-diner; our location, impression, and flavor are for our guests, and them alone.

Celebratory Occasions:

Aiming to bring people of all cultures and communities together to share the love of food and bonding in an elite setting, KOA plans to be a huge part of social events. Our purpose includes making our brand locally and internationally recognized and setting a new benchmark for fine dining in the country. To achieve our aims, we create shared spaces to celebrate local and international celebrations at KOA, either by creating a memorable campaign or by launching a “Chef Special of the Day” in our space of timeless class and glamour.

Our celebratory occasions will be lined with the four seasons of the year. Each marked celebration of the season will be tailored to the festive occasion by creating special yet distinctive experiences for our guests at KOA. To celebrate the differences and not judge, we bring all that we have bagged from around the world to our people, community, and culture in the most exemplary ways.

Our Concept of Seasonal Experience:

KOA focuses on building a shared space for bonding and reuniting over food while enjoying the newness that the turning of seasons brings. The concept of celebrating the seasonal spirit that KOA unfolds is weaved by the birth of our founders in four different seasons. To cherish the authenticity of each season, we set a unique and momentous mood for each season to lure our guests into experiencing it to its fullest. While our thematic lighting will be elegant and subtle, our menu must evoke the holiday spirit served by our staff dressed in uniform color-inspired by each season.

“The more you praise and celebrate your life, the more there is in life to celebrate.”

The human mind tends to recall memories that carry a high emotional charge to them. When we celebrate a special occasion, we are essentially pleasing a mental bookmark on an experience, thereby making it easier to remember in the future. Since KOA's concept is like no other, we have developed our unique ideas of honoring special occasions. For each occasion, a table of ideas is created with pictures used for inspiration, of which we will choose one for execution, together with the complimentary chocolate bonbons. The approved idea requires to be produced 6 weeks prior to the event. By photographing the final products, creating and sending out digital newsletters, and posting social media posts, we set the tone of the events and yet surprise our guests in ways they don't expect.

Winter Collection:

We will celebrate the ecstatic richness of the Winter season by creating a clean and crisp ambiance in a minimal style. In our modern space, we keep the decoration finely precise with booms of colors and textures representing each celebration of the season. Our menu will further bring out the festivities of the cold season with seasonal jams among other seasonal treats. In Winter, we will be celebrating Formula 1 Debut, Christmas, and Valentine's Day.

1. Formula 1 Debut

We unfold our ‘Winter Collection’ with the star of the season: the Formula One Debut. The motor racing event is a global celebration, bringing people from all over the world to share their passion and buzz. KOA will celebrate this first global celebration based in Jeddah in all its glory as our city will come alive, binding borders and cultures. As one of the aims of KOA is to connect communities jointly, this celebration of togetherness adds yet another layer of achievement.

Dates:

December 2nd – 5th

- Thursday, December 2nd – Saturday 4th Qualifying
- Sunday, December 5th Race Day

What To Expect?

“Relax, Refuel, & Recharge at KOA”

As our country will be open for tourism, all restaurants will be at full capacity. KOA is situated a couple of km away from the racing venue, making it the perfect resting station from the track to wherever the guests go next. We expect local and international guests and visitors alike to enjoy what we have to offer on and off the plate.

Theme and Inspiration:

The celebration for Formula 1 takes its inspiration from our aspiration to create a once-in-a-lifetime experience for our guests to celebrate sports, tourism, and culture—all at once.

Our talented groups of chefs will add charms fitting to the occasion to our seasonal menu by working with new ingredients and experimenting with new recipes. The enthusiasm will be shown by touching pops of colors on the slick hues of KOA. From appetizers to desserts to drinks, the theme of Formula 1 will present itself to our guests to fill the energy.

Our color options include silver or black, red & green representing Mercedes Petronas, Scuderia Ferrari, and Auston Martin. These colors can be incorporated into our theme in lighting, tablescapes, greeting cards, food presentation, dessert detailing, drinks, etc.

Another option to make the occasion exceptional is by collaborating with one of the car manufacturers, such as Mercedes Petronas or Scuderia Ferrari in addition to hosting dinner for them. In keeping up with the traditional perspective of classy and polished dining, we require guests to abide by a formal ‘Black Tie’ dress code or traditional Saudi Thoob.

Requirements:

- KOA dessert collection
- Complimentary chocolates
- Menu card

Keywords for Formula 1 Debut:

Luxury, refined, modern, slick.

Ingredients to consider:

Activated charcoal, white chocolate, cranberries & white truffles

Captions & Quotes:

Race through the taste!

Gear your appetite!

In a race to dine fusion!

Dine In, Out Of Track

KOA, Your Next Milestone

Fuel Up At KOA

Dine Beyond The Race

“What’s behind you doesn’t matter.”

“Everyone’s sometimes fast, but it takes a champion to be always fast.”

2. Christmas Holiday

KOA celebrates Christmas to allow families and friends to spread joy and spend time together while munching on Christmas specials. With binding food and culture to bring people together very much at everything we do, we strive to be inclusive by ushering people in together and making them feel welcome and respected while giving a space for them to celebrate their own. By creating a cozy, warm space for our guests, we pose to invoke plenty of cheer while serving in a tasteful way featuring winter flavors with Christmas tweaks.

Dates:

December 24th – 25th

What To Expect?

Spicy Sweets Of Christmas Treats!

It's the most wonderful time of the year and we spruce things up a bit to create a relaxed yet festive setting to make the Christmas spirit brighter! Under a canopy of blissful lights and fireflies, we invite our guests to celebrate this annual ritual of jingles with the finest fusion cuisine and loads of laughter, keeping the magic of Christmas alive. Strong in color and aroma, our seasonal atmosphere rings the festive bells in the form of clattering culinary louder than ever. In a clean and crisp aura, our international array of dishes when combined with season's treatings of sweet and spicy ingredients, will fill the bellies and please the taste buds of our guests.

For the menu, we offer a Christmas set lunch or dinner menu with tempting classic Christmas drinks, appetizers, sides, entrees, and treats, alongside our newly inspired KOA favorites. Our serving in the chilly feel, blending the scents of roasting chestnuts, cinnamon, and cardamom while entertaining the crowd with captivating music is bound to put any guest in a cheery, festive mood. In the company of joyous and jolly scents of freshly baked pastries swirling gently through the snowy aura of KOA, our guests get to slow down and spend some merry time with their loved ones with a glass of fuzzy, sparkling drink. Aside from families and guests coming together to celebrate Christmas and enjoy the winter holidays, we expect to host Christmas dinners for European or foreign consulates and their teams at KOA. Our attentive service will be exceptional in meeting the needs of our guests.

Our treats and specials require to be packed in either high-quality boxes customized to the specific occasion with standard ribbons and greeting cards or standard boxes decorated with customized festive ribbons and greeting cards. The packaging requires to be ready for approval prior to six weeks of the occasion.

Theme and Inspiration:

Our main inspirations for Christmas-themed celebrations include snow, traditional Christmas delicacies, desserts, and dinners. For our guests to taste Christmas, our chefs will use sweet and spicy ingredients, such as cinnamon, ginger, orange, cardamom, and roasted chestnuts, into their culinary creativity.

Desserts customized to look like ornaments carved with leaves and lines of KOA's brand identity pattern is another way to add to the theme. To embellish our modern space, we design the appeal and mood as crisp and clean, inspired by snow. Our modern color palette encompassing white, silver, and gold can be jazzed up with classic tones of royal red, green, and blue for the event. To add to the theme, our staff will wear the seasonal uniform, tailored in the red shade of Christmas.

Keywords for Christmas:

Sweet, Spicy, Crisp, Clean, Festive, Comfort and Luxury

Ingredients to consider:

Cinnamon, ginger, orange, cardamom, and roasted chestnuts.

Captions & Quotes:

KOA, Your Home For The Holidays

Your presence is requested at KOA

Ring in the festivities and plunge into the merrymaking with KOA!

KOA, all is calm, all is bright.

All you'd want for Christmas is to dine at KOA!

"The day that holds all time together."

"Tis' the season for kindling the fire of hospitality."

3. Valentine's Day

Our Valentine's Day celebration aims to create an unforgettable experience and meaningful event by launching a mini-campaign introducing the collection in-house, available to pre-order. Our guests, couples or not, are in for a ravishing and delightful evening to enjoy our fancy dine-in. This event will be entirely focused on giving on our part.

Dates:

Monday, February 14th, 2022

What To Expect?

Be Our ValenDine

Sublime ambiance, ecstatic music, and exotic meals cooked over sizzling open flames; is there a better place than KOA to see and be seen?

Feel the overjoyed excitement lingering around the charismatic surroundings of The Jungle and The Nest. Our guests, wanting to celebrate their love, expecting exotic meals on a romantic evening, along with groups of friends and families, get to spend the eclectic night with loads and loads of food and our in-house collection of cakes and chocolates, available to pre-order! In seasonal red blazers, our staff attends to each of our guests with high regard. Besides the desired and delicious menu, the evening bursts with frivolity, serenading our guests with entrancing melody and wooing them with rich chocolates designed intricately to perfection. We aim to make everyone happy at their tables and for them to treasure the moments made at KOA.

Theme and Inspiration:

Valentine's theme is solely focused on an element as simple and delicate as a rose petal. Inspired by the occasion, we offer complimentary hand painted chocolates detailed with exquisite precision after lunch and dinner. We intend to surprise our guests with rich chocolates presented with uniquely different designs, textures, and tastes incorporating the event color and identity. The color of our theme is royal red, symbolizing happiness, love, and power, which can be incorporated into many areas including the ingredients we use. We adorn KOA with finely detailed decor, entertain our guests with melodious music, serve mouth-watering dishes, and welcome guests with warmth and generosity.

Keywords for Valentines:

Sweet, Red, Rich, Detailed, Rose Petals

Ingredients to consider:

Captions & Quotes:

Ride the tide of joy with us

Say it with dinner

Eat with your heart

Let the beauty of what you love to be what you eat

Forget love, I'd rather fall in chocolate

"A little chocolate now and then doesn't hurt."

"Food is symbolic of love when words are inadequate."

Spring Collection:

We celebrate the freshness and brightness of the Spring season in light and airy themes. To set the tone for Spring, we plan to create a blossoming and inviting aura with fresh, floral, and lively tastes. The occasions include Women's Day, Mother's Day, Ramadan, and Eids, all of which represent hope and renewal.

Bring life when Spring blooms!

March To The Spring Of Season!

4. Women's Day

KOA celebrates International Women's Day to respect the women in our lives and honor their infinite strength, determination, and empowerment in all aspects of life. We identify, celebrate, and rejoice in their achievements, success, and very existence while bringing awareness against bias they still struggle with. It is essential to celebrate Women's Day at KOA to reflect on the contribution of Saudi women.

Dates:

Tuesday, March 8th, 2022

What To Expect?

Celebrating Womanhood

In honor of celebrating International Women's Day, we will collaborate with a local florist led by women such as (@hues.sa) and (@k.abughazalah) to distribute a bouquet of flowers to our invited guests as a gesture of gratitude. Along with the Saudi women we expect to come together to celebrate and support each other, we host lunch for a group of 10 - 15 most influential business women in Jeddah with a set menu created from the original menu, or a powerhouse of female chefs or food bloggers in the country for a bouquet of experience to inspire individuality. Surrounded by our immersive and theatrical interior of parametric walls, dunes of the desert, currents of the sea enhanced with tints of bright blues, every edge is inspiring to the eyes. Our world-class menu, immaculate gourmet service, and convivial aura of classy dining at KOA will make every guest enter the festive world of KOA.

Theme and Inspiration:

The theme and inspiration for the occasion is femininity combined with our fresh and floral aura of the season. The colors to incorporate into our inspired theme include purple, green, and white symbolizing justice and dignity, hope, and purity respectively.

Keywords for Valentines:

Floral, feminine, classy

Ingredients to consider:

Captions & Quotes:

Treat Yourself For The Queen You Are

Celebrate HER

Behind every successful woman is herself

Empower women, empower the human community.

“Women hold up half the sky.” -Mao Zedong

“Where there is a woman, there is magic.” -Ntozake Shange

“Women are the real architects of society.” -Cher

5. Mother's Day

To mark our Mother's Day celebration, we throw a campaign for launching our exclusive Afternoon Tea menu and collection. KOA celebrates Mother's Day to express respect, honor, and love towards mothers, motherhood, and maternal bonding. Our guests will be spoilt for choices with our Afternoon Tea menu featuring aromatic and delicate flavors served in the mid-afternoon at the Mezzanine level.

Dates:

Sunday, March 21st, 2022

What To Expect?

Fancy A Feast At The Nest?

Relax and munch on the honored ritual of Afternoon Tea from our encased Nest under the sparkling fireflies, overlooking The Jungle and mini forest of greens. The stylish space is ideal to spend an afternoon leisurely with fine pastries, seasonal jams, freshly baked scones accompanied by a selection of sandwiches and complemented with an assortment of sweets while sipping fine teas of exquisite flavors.

Layered in carbs, the serving of sweets and savors freshly from the oven is on plush three-tiered cake stands serving three creamy and crunchy courses alongside tea sets—all inspired by nature; birds, butterflies, and trees. The real beauty lies in the aesthetic setting of the table cloaked in pretty tablecloths, lined with petite culinary, and enhanced by flowers. With soft music lulling, our guests will spend an afternoon snuggling up at The Nest wrapped in good company and great conversation.

For the debut of our Afternoon Tea, we can either collaborate with an artist to create an edible collection of his/her work or our chefs will create a KOA special.

A campaign will be shot 6 weeks prior to the launch date, photographer suggestion: Mokhtar Chahine.

Theme and Inspiration:

Inspired by nature, relationships, and spirituality, we launch our Afternoon Tea menu and collection on a happy, laidback event, which will then be available throughout the year. Our menu with its sweet and savory feast of afternoon constants introduces newly picked dainty yet delicious treats. The newly inspired favorites scatter splashes of vivid and vibrant colors in an aesthetically pleasing style after pairing with a variety of carbs. Our collaboration is inspired by our modern, impressive, and theatrical architecture that lures in our guests.

Keywords for Mother's day:

Floral, White, Baking, Nature, Art.

Ingredients to consider:

Afternoon tea international specials:

Scones (plain or with raisins) served with clotted cream, fresh in-house lemon curd, and freshly made seasonal jams.

Captions & Quotes:

Our Afternoon Tea Collection is here to stay!

brewing, pouring, and sipping!

Experience our quintessential afternoon tea at The Nest

Indulge in slices of our sweets and savors

Find solace in our secluded Nest

6. Ramadan

Ramadan is the holy month spent fasting and celebrated by Muslims around the world to strengthen their spirituality and relationship with God as well as their loved ones. Muslims who fast will have their first meal when the sun sets and their last meal before the sun rises. It is the month of kindness, compassion, and patience, and in Saudi, the month is celebrated by giving back. At KOA, we affirm our values of spirituality, relationships, and generosity by celebrating the month of Ramadan.

Dates:

April 1st, 2022 – April 30th, 2022 (Dates could change according to the Islamic calendar)

What To Expect?

Freshly Flavored Fusion!

The radiant occasion of late-night serenity in all its splendor experience! Our guests revel in the wonderfully warm welcoming of Ramadan vibes at KOA indulging in midnight treats where they eat and drink as they please. In the dim lighting and soft melody, our guests ease back to their plush seats in tranquility while we serve them our rich flavored fusion in all its freshness. Our space with the magnificent tree will be a swathing haven of restful calmness allowing our guests to enjoy the night.

Set menu is recommended for this occasion to provide for two different atmospheres on two floors. While the main floor is set for formal fine dining, the Mezzanine floor could be set for casual dining. The other recommendation is to keep the KOA menu untouched with light bites as an option and have The Nest set up as the lounge with a casual menu. We will only be operating for dinner, with timing changing accordingly.

Theme and Inspiration:

The theme for the occasion is warmth and calmness the holy month brings along. From appetizing menus with varieties to choose from to dim lighting allowing gentle decompressing, our attention goes into every aspect to impress our guests.

Keywords for Ramadan:

Classy, refined, sweet.

Ingredients to consider:

Captions & Quotes:

Gather to rest and dine

Cozy up in KOA's Ramadan warmth

Dine Like No Other

All Things Fancy and Frenzy

7. Eid

Eid is a festival celebrated by Muslims around the world for three consecutive days. At KOA, we aim to be a part of the celebration by creating homely vibes when families, loved ones, and communities come together in celebration. We introduce our Eid Breakfast Hamper, available to pre-order, to celebrate the widespread traditions of Eid in Saudi.

Dates:

(Dates could change, the day after Ramadan, celebrated for three consecutive days)

What To Expect?

End Your Fast With A Feast To The Senses At KOA

Welcomed with joy after a month of fasting, KOA offers to feast for the big, happy, joy-filled bash in broad daylight overlooking the gorgeous view outside. In the spirit of celebration, our service begins in the morning for Eid Breakfast or Brunch and continues from the evening for dinners, for three consecutive days. Floored in natural light streaming through the high windows, we welcome our guests to be enchanted by our splendid interior while they peruse over the menu and enthuse all their plans for the celebration. Once the tables fill with seasonal flavors, we tease their taste buds with an unrivaled fusion of exotic flavors from East to West in every bite. Add the scent of fresh bakes, jovial music, and dedicated service to the mix, who wouldn't want to spend such an evening evoking regal opulence on eid?

As Eid is an occasion of extravagance, we go extravagant behind the doors for our guests to have extravagance on and around their table. Prior to Ramadan, our guests can pre-order our exclusive 'Eid Breakfast Hamper', packed with KOA specials, ingredients or dishes in pretty baskets prepared with love. The hamper must be ready for promotion 6 weeks prior to the event. Its production is set for a maximum of 100 hampers, of which the pre-ordered ones have to be collected or delivered 1 day before Eid.

Theme and Inspiration:

Inspired by the spirit of gratefulness and benevolence of the Eid celebration, we introduce our Eid Breakfast Hamper, packed with ingredients or dishes—a selection of condiments, biscuits, breakfast pastries, dates, apricots, etc, inspired by traditional ingredients. Though the content of the hamper will be kept as a surprise, the basket will be luxuriously designed. For our guests to remember the special event at KOA, the stylish hamper will serve as a glamorous souvenir.

Requirements: Delivery service to deliver the requested order, which can be organized for collection or drop off.

Keywords for Eid:

Luxury, sweet, fresh

Ingredients to consider:

Inspired by traditional flavors, jams and condiments must include ingredients such as apricot. Freshly baked pastries & bread.

Captions & Quotes:

Leave Room For Eid Treats

Light of love, scent of joy, and taste of KOA

Hold this Eid close, by our side

Eid Brunch: Our Splendor Of The Event

Summer Collection:

KOA celebrates the lively and joyful days when the heat sets in. Just like summer revitalizes the dull routine, KOA plans to revitalize our menu and setting to put our guests into an exuberant mood yet at ease.

8. Summer Break

Our Summer Break occasion begins with a campaign launching our summer outdoor area introducing the ice creams, sorbets, frozen yogurt/coffee cart and summer special mini lunch/dinner menu. While some enjoy the warmth of being cooped up inside the restaurant, others sit outdoors to enjoy the breeze and warmth of the sunny days. KOA offers two menus for the two kinds to satisfy both moods.

Dates:

June 21st, 2022 – September 22nd, 2022

What To Expect?

An Ode To Summer

Visitors from in and outside of Jeddah coming to relax and enjoy their summer vacation get to have fun in the sun at The Shade. Under the leafy shade of our designs shielding from the eyes of the sun, the guests get to satiate in light bites of our Summer menu along with brightly colored seasonal fruit punches, leaving room for summer treats. The lively vibe at KOA allows a break away from the routine our guests are accustomed to prior to the summer days.

Theme and Inspiration:

We launch our Summer outdoors, The Shade to go all-out on Summer vibes. Inspired by the tropical season, our Summer Outdoor Special includes an ice cream/sorbet cart together with the coffee cart. Using local produce for unique toppings, we offer refreshing, irresistible, and rich flavored ice creams and sorbets to quench the summertime thirst of our guests. The ice creams and sorbets will be scooped in deliciously with assorted fruit in customized posh cups designed with KOA's identity pattern.

We use local summer produce, such as mangoes, Taif blackberries, apricots, watermelon, Taif pomegranate, grapes, lemons, and limes, to introduce innovative ingredients in our summer menu. Our team of chefs will put culinary imagination and creativity into using the seasonal ingredients. Besides the summer cart and airy menu with lite bites, our al fresco dining can include crisp salads with original dressings garnished with seasonal herbs and summer cocktails among other cool beverages for the laid-back feel of the season. No-bake desserts will fit the season just right.

Requirements: Launching Summer menu and Summer outdoor

Keywords for Summer Break:

Fresh, airy, citrus, and tropical

Ingredients to consider:

Local summer produce, such as mangoes, Taif blackberries, apricots, watermelon, Taif pomegranate, grapes, lemons, and limes

Captions & Quotes:

A Summer Spend In Serendipity At KOA!

Brain Freeze Under The Sun

Rejoice In A Summer To Remember

Scoop them before they melt!

Serving the right way!

Whatever Sprinkles Your Frozen Desserts

Cold Stoned Summer Break

Why stop at one scoop?

Melt like a frozen treat

Autumn Collection:

As the autumn season progresses with cool, crisp air for cozy walks, KOA gives a serene and snug space for our guests to find comfort in. The crumps and crunches of the season symbolize abundance, prosperity, and change which fits the values of our restaurant. Inspired by the changing color foliage, we offer cuisine and drinks by creating complex flavors and textures, highlighting pumpkin and apple. The theme color could be a color palette, representing energy, warmth, and the spirit of the season. We will be celebrating the star occasion Saudi National Day at the beginning of Autumn.

9. Saudi National Day

The Kingdom of Saudi Arabia will be celebrating its 92nd year in all its glory and it is extremely important for KOA to be a part of such a grandeur celebration. As young Saudis learn about their heritage and celebrate the day, we honor and take pride in how far we have come as a nation in our space.

Dates:

September 23rd, 2022 - Friday

September 21st, Wednesday - September 24th, Saturday celebrations

What To Expect?

Our event celebrating Saudi National Day kicks off on 21st September and comes to an end on 24th September after a long weekend of vibrant fun. Reveling in the beauty of architecture and our sumptuous menu specially composed celebrating seasonal ingredients with a sliver of emerald green in 'National Day Specials', our guests will spend the spectacular event in style and glamour. They celebrate over a generous selection of our most-loved dishes and share a bunch of mains with family and friends but won't leave KOA without a box of treats with a greeting card tucked in neatly.

The complimentary mini chocolate boxes must be ready for tasting 6 weeks prior to the event. Restaurants will likely be at full capacity as Saudi National Day falls on a weekend. The long weekend with celebrations for the public holiday will most likely bring several to KOA.

Theme and Inspiration:

Our theme for the long weekend will be underlining Saudi colors, completely inspired by the richness of our country. Our menu for the occasion will be inspired by the long weekend brunch option. We offer complimentary mini chocolate boxes with a national day greeting card elegantly packed in a classy wrap-up.

We wave the royal green with a touch of emerald green in different ways from highlighting sweet and savory dishes of “*National Day Specials*” to turning on the green lights at the restaurant in the evening. By adding subtle colors representing the day and making use of the traditional palm tree and double sword, we create an ambiance embracing the national day spirit to the fullest.

Keywords for Saudi National Day:

Emerald green, Saudi symbol (Palm & two swords)

Ingredients to consider:

Captions & Quotes:

Captions for the event will be inspired by the keywords announced for the year.

Two Swords, Sunshine, and Palm Tree

Rejoice the spirit of freedom at KOA

Express your pride in the homeland of humility