

305 THE BRAND PROFILE





APPROACHABLE | VIBRANT | WARM | UNPRETENTIOUS

A love letter to Miami, The 305 is a feel good day-cay with a Miami-meets-Palm Springs vibe. With its upbeat-yet-whimsical simplicity, and bustling, poolside aesthetics, the new Palm Jumeirah way of day is intriguingly cool. A light-filled, poolside restaurant, bar and lounge, reflecting the soulful charm and quintessentially playful vibes of the East Coast, it breathes bright, confident pastel tones and sheer fun into your social diary, from sunrise to sunset.

Artsy, nonchalant and dynamic in its energy, The 305 is what Miami living is all about. Dynamic in its energy, it's slow mornings, social afternoons and cotton candy sunsets that ease into nights you, simply, don't want to end. Blending coastal ingredients with creative American flavours, The 305 culinary offering explores the diversity of South Florida's foodie scene through an intelligent menu.

With cocktails by the glass or jug, and eats ranging from mouth watering light bites to more-ish mains and sharing plates, it's an all day, every day kinda joint. An approachable luxury that leaves no detail spared, the effortless coastal living enters a new architecture, through seamless service and all-encompassing experiences.

They call it the magic city.

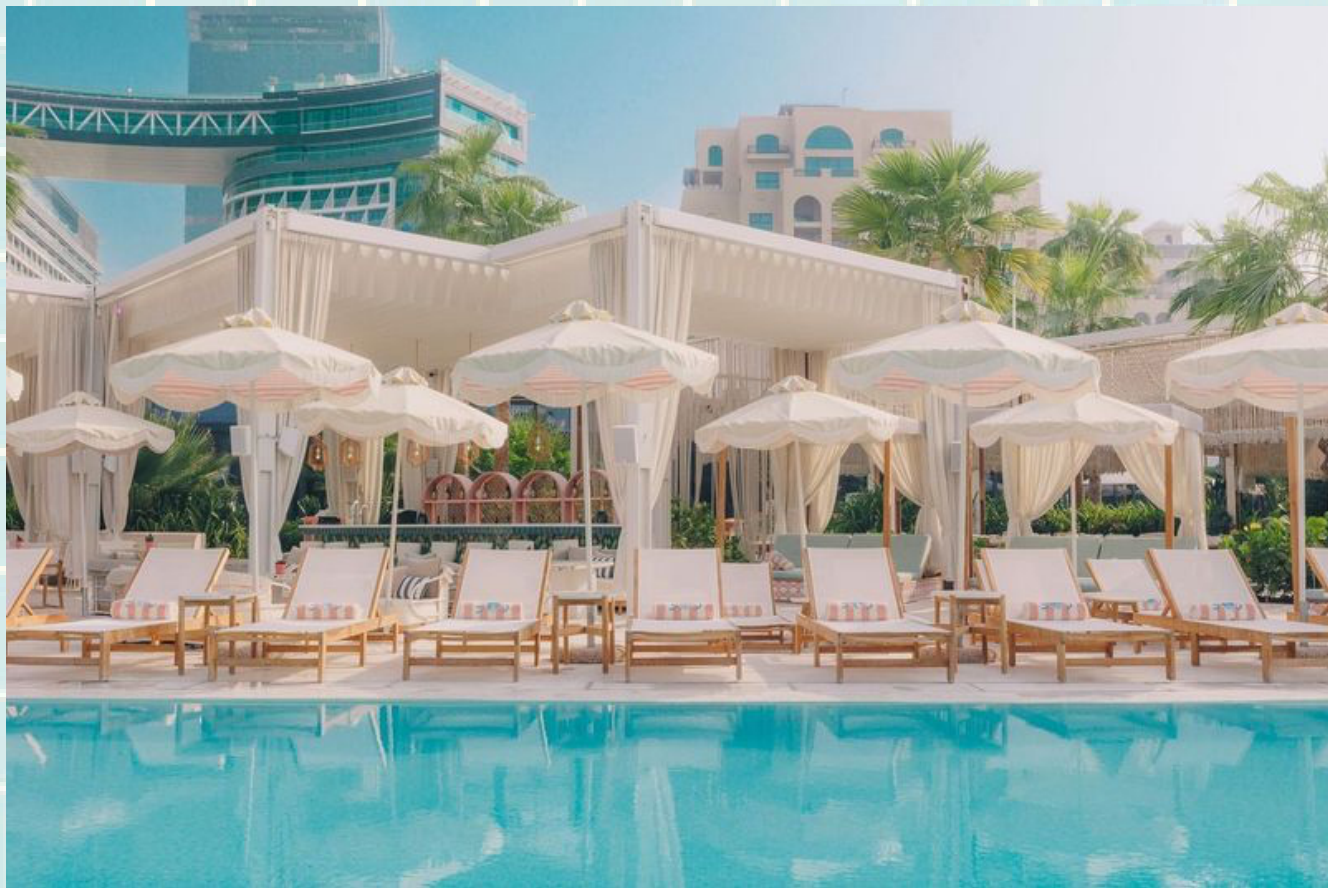
Because, somewhere between living and dreaming, there's Miami.

This is Miami.

This is the 305.

LET US SHOW YOU AROUND





THE 305 LAYOUT



305 THE EXPERIENCE



FOOD



DRINKS



MENUS



RAW BAR

HAMACHI CRUDO	110
MANGO, ROCOTO PEPPER, LECHE DE TIGRE, CORN, AVOCADO	
BLUEFIN TUNA	120
PICKLED WATERMELON, CHILI OIL, SESAME, FURIKAKE	
OYSTERS	25/pc
SHALLOT & CUCUMBER MIGNONETTE	

MAKI ROLLS

HAVANA (V)	65
MAMI NOBI, AVOCADO, CUCUMBER, CRISPY SWEET POTATO, VEGAN MAYO	
BLUEFIN ACEVICHADO	100
SHRIMP TEMPURA, AVOCADO, TOGARASHI	
THE MIAMI VICE	95
SPICY TUNA, AVOCADO, CUCUMBER, SHRIMP TEMPURA, PINK SOY PAPER, MANGO, SWEET CHILI SAUCE	
SOUTH BEACH	90
CRAB MEAT, CREAM CHEESE, AVOCADO, SOY PAPER, SPICY MAYO	
OCEAN DRIVE LUXURY	110
LOBSTER TAIL, CREAM CHEESE, SPRING ONION, CRUNCHY TEMPURA FLAKE, TRUFFLE OIL	
THE CUBANITO	85
ROASTED VEAL, AVOCADO, CRISPY PLANTAIN, CORIANDER, SWEET TAMARIND SAUCE	

SALAD BAR

BLACK BEAN & CORN SALAD (V)	65
SWEET CORN, BLACK BEAN, CORIANDER, TOMATO, AVOCADO, LULO ROSSO, ORANGE-LIME DRESSING	
GREEN SALAD (V) (N)	75
KALE, GREEN APPLE, SHAVED RED ONION, GOAT'S CHEESE, SMOKED ALMOND, BERRY CHAMPAGNE VINAIGRETTE	

APPETIZERS

SPICY GRILLED TIGER SHRIMP	110
CHILI MARINADE, LIME	
SQUID ANCHO TOAST	75
BLACK BREAD, PAPRIKA AIOLI, BEETROOT HUMMUS, SEVEN SPICE	
SURF & TURF AREPAS	90
BRAISED BEEF, CHICKEN SALAD, SHRIMP, SWISS CHEESE, BIRRIA	
SHORT RIB EMPANADAS	100
SMOKED PAPRIKA AIOLI, LIME	

TACOS

VEGETARIAN (V)	60
MIXED PEPPER, GUACAMOLE, WILD MUSHROOM, SALSA VERDE, COTTAGE CHEESE, CRISPY SWEET POTATO	
HUEVO FRITO (V)	65
GUACAMOLE, JALAPEÑO CREAM, SALSA VERDE, WILD MUSHROOM	
MIAMI CRAB	95
AVOCADO, KIMCHI, LIME, SPICY DASHI BUTTER	
ANCHO CHICKEN	70
JALAPEÑO CREAM, PICO DE GALLO, SWEET CORN	
BEEF BIRRIA	85
MIXED CHEESE, REFRIED BEANS, JALAPEÑO DIP, TOMATO SALSA	

V VEGETARIAN N NUTS A ALCOHOL
ALL PRICES ARE IN AED & ARE INCLUSIVE OF 7% MUNICIPALITY FEES & 5% VAT. DISHES ARE PREPARED IN A KITCHEN THAT HANDLES NUTS, SHELLFISH & DAIRY

FOOD



CHAMPAGNE AND SPARKLING	125ML	BTL
DA LUCA, PROSECCO DOC, VENETO, ITALY	55	320
VALDO, ELEVANTUM, PROSECCO DOC ROSÉ, VENETO, ITALY	55	320
LAURENT PERRIER LA CUVÉE, BRUT NV	115	680
CHAMPAGNE BRUT		
TAITTINGER, RÉSERVE, BRUT, NV	720	
LOUIS ROEDERER BLANC DE BLANCS, VINTAGE	1250	
PERRIER-JOUËT BELLE ÉPOQUE, VINTAGE	2800	
CHAMPAGNE ROSÉ		
TAITTINGER, PRESTIGE ROSÉ, BRUT, NV	900	
ROLLINGER ROSÉ, BRUT, NV	1400	
LAURENT-PERRIER, LA CUVÉE BRUT ROSÉ, REIMS	1650	
PERRIER-JOUËT BELLE ÉPOQUE ROSÉ, VINTAGE	3300	

ROSE WINE	150ML	BTL	ARG
PINOT GRIGIO ROSÉ, "PINK AS FLAMINGOS",			
ADRIA VINI, PIEMONTE, ITALY	50	240	
CINSAULT, SYRAH, LE ROSÉ LAPOSTOLLE, COLCHAGUA VALLEY, CHILE	60	325	
MIRABEAU PURE, CÔTES DE PROVENCE, FRANCE	340		
M DE MINUTY ROSÉ, CÔTES DE PROVENCE, FRANCE	390		
AIX ROSÉ, MAISON SAINT AIX, CÔTES DE PROVENCE, FRANCE	420	820	
CHATEAU D'ESCLANS, WHISPERING ANGEL, CÔTES DE PROVENCE, FRANCE	490	960	
ULTIMATE, CÔTES DE PROVENCE, FRANCE	510	990	

SWEET AND FORTIFIED WINE	75ML	BTL
TAYLOR'S, FINE RUBY PORT	45	420
MOSCATEL ORO 'FLOREALIS', TORRES, Penedés, Spain 'SOCL'	50	325

WHITE WINE	150ML	BTL
PINOT GRIGIO, ARGENTO, MENDOZA, ARGENTINA	45	215
CHARDONNAY, ALAMOS, MENDOZA, ARGENTINA	55	265
SAUVIGNON BLANC, GRAND SELECTION, LAPOSTOLLE, RAPEL VALLEY, CHILE	40	290
GAVI, LA LUCIANA, ARALDICA, FIEDMONT, ITALY	45	315
CHENIN BLANC, BIG EASY, ERNIE ELS, WESTERN CAPE, SOUTH AFRICA		340
PINOT GRIS, PAXTON, MCLAREN VALE, AUSTRALIA		390
RIESLING, EDDYSTONE POINT, TASMANIA, AUSTRALIA		490
SAUVIGNON BLANC, KENDALL JACKSON, CALIFORNIA, USA		530
MINUTY PRESTIGE BLANC, PROVENCE, FRANCE		580
SAUVIGNON BLANC, TERRUNYO, CASABLANCA VALLEY, CHILE		630
CHARDONNAY, CANTENA ALTA, MENDOZA, ARGENTINA		720
CHARDONNAY, CHABLIS 1ER CRU 'FOURCHAUME', LA CHARLISIENNE, BURGUNDY FRANCE		900

RED WINE	150ML	BTL
MAISEC, ARGENTO, MENDOZA, ARGENTINA	45	215
MONTÉPULCIANO, LUPI REALI, ABRUZZI, ITALY	55	265
MERLOT, "CLASSIC SERIES", MONTES, COLCHAGUA VALLEY, CHILE	40	290
PINOT NOIR, TYRRELL'S OLD WINERY, SOUTH EASTERN AUSTRALIA	65	315
PINOT NOIR, ALAMOS SELECCIÓN, CATENA, MENDOZA, ARGENTINA		350
ZINFANDEL, GNARLY HEAD, CENTRAL COAST, CALIFORNIA, USA		400
PINOT NOIR, EXPRESIÓN RESERVE, VILLARD, CASABLANCA VALLEY, CHILE		450
DOLCETTO D'ALBA, PIO CESARE, PIEDMONT, ITALY		530
ORENACHE, INDIGENA, PARES BAITA, Penedés, Spain		570
CABERNET SAUVIGNON, INTRINSIC, COLUMBIA VALLEY, USA		620
MAISEC, PRIVADA, BODEGA NORTON MENDOZA, ARGENTINA		650
MAISEC, CATENA ALTA, MENDOZA, ARGENTINA		950

Spirits

TEQUILA AND MEZCAL	30ML	BTL
JOSE CUERVO SILVER / GOLD	45	900
1800 SILVER / DEL MAGUEY CREMA MEZCAL	50	1100
1800 REPOSADO	55	1150
KOMOS REPOSADO ROSA	120	2600
CLASE AZUL REPOSADO	150	3300

COGNAC / ARMAGNAC	30ML	BTL
MARQUIS DE PUYSEGUR VS	45	950
REMY VSOP	75	1600
REMY MARTIN 1738	95	2100

BRANDY AND EAU DE VIE	30ML	BTL
TORRES 10	45	900
ARGIOLAS GRAPPA TREMONTIS	45	900
CASA LAPOSTOLLE PISCO	45	900

GIN	30ML	BTL
TANQUERAY / BEEFEATER PINK	45	900
TANQUERAY 10	55	1150
HENDRICK'S / ROKU	60	1250

RUM	30ML	BTL
CAPTAIN MORGAN WHITE/BLACK/SPICED	45	900
MALIBU	45	900
CACHAÇA GERMANA SOUL	50	1100
BACARDI RYO	55	1150

VODKA	30ML	BTL
KETEL ONE	45	900
BELUGA NOBLE	40	1250
BELVEDERE / GREY GOOSE	45	1400

WHISKEY	30ML	BTL
THE FAMOUS GROUSE / FOUR ROSES	45	900
JAMESON	50	1100
JACK DANIEL'S	55	1150
HAKER'S MARK	55	1150
JW BLACK / CHIVAS 12 YO	60	1200
GLENFIDDICH 12 YO	65	1450

LIQUEURS	30ML	BTL
JÄGERMEISTER / SAMBUCA / LIMONCELLO / AMARETTO	45	900
BAILEYS	50	1100

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DRINKS

305 THE VIBE





EVENTS



THE 305

LADIES' DAY

AED175
5 X DRINKS AND 1 DISH
FRIDAY FROM 9AM



THE 305

HAPPY HOUR

Monday - Friday | 5pm - 7pm
Selected items from AED20



BLENDED x THE 305

Miami RETREAT

at home

60-MINUTE MASSAGE AT HOME | 305 EXPERIENCE MENU
BEACH AND POOL PASS AT THE 305

AED450 WEEKDAYS | **AED500** WEEKENDS



THE 305 x BLENDED WELLNESS

WELLNESS WEDNESDAY

AED250
INCLUDES 60-MINUTE POOLSIDE PILATES,
POOL/BEACH, 1 DISH AND 2 WELLNESS DRINKS



THE 305

POOL & BEACH PASS

FULLY REDEEMABLE DAILY
FROM **AED2000**



THE 305

SUN-SOAKED Sunday Brunch

2PM - 5PM | FROM **AED300**
SHARING BRUNCH MENU
& FREE-FLOWING DRINKS

EVENTS



LADIES' DAY EVERY FRIDAY FROM 9AM.

Price: AED175 for ladies
Inclusions: Pool & beach access ,
5 drinks and 1 dish from our selected
ladies' day menu.



HAPPY HOUR MONDAY – FRIDAY FROM 5PM – 7PM

Price: Prices start from AED20 per item
Inclusions: Happy Hour with special pricing
on selected food and beverage items



MIAMI RETREAT DAILY

Price: AED 550 per person (Monday – Friday)
AED600 per person (Saturday – Sunday)
Sun bed with pool & beach access, 2 dishes
& 2 cocktails. Choose between mani-pedi
& blow-dry, or 60-minute massage



WELLNESS WEDNESDAY EVERY WEDNESDAY STARTIG AT 8AM

Price: AED 250 per person
Inclusions: 60 minute poolside pilates class.
Sun bed access at The 305. 1 dish and 2
drinks from our Wellness Wednesday menu.



POOL & BEACH PASS DAILY FROM 9AM

Price: Packages start from AED150/person.
Inclusions: Pool & Beach access.
Sun Bed, Day Bed, and Cabana.

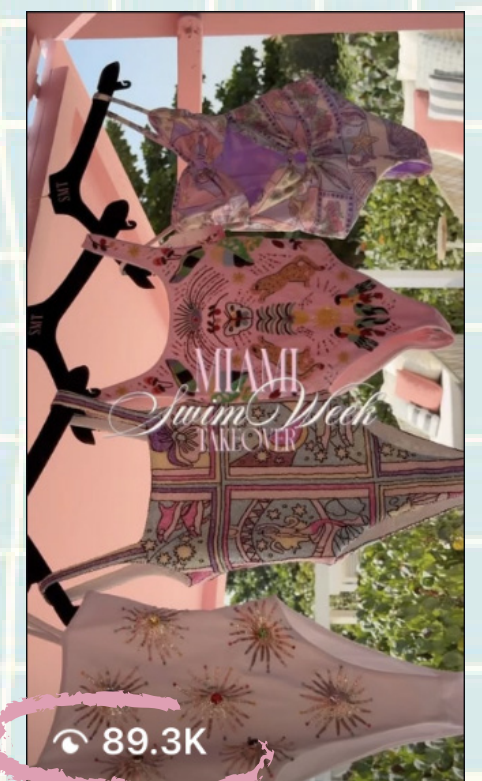
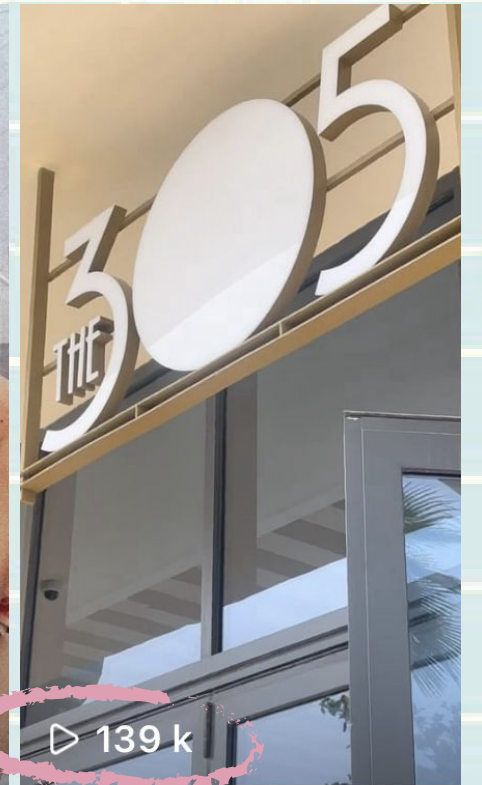
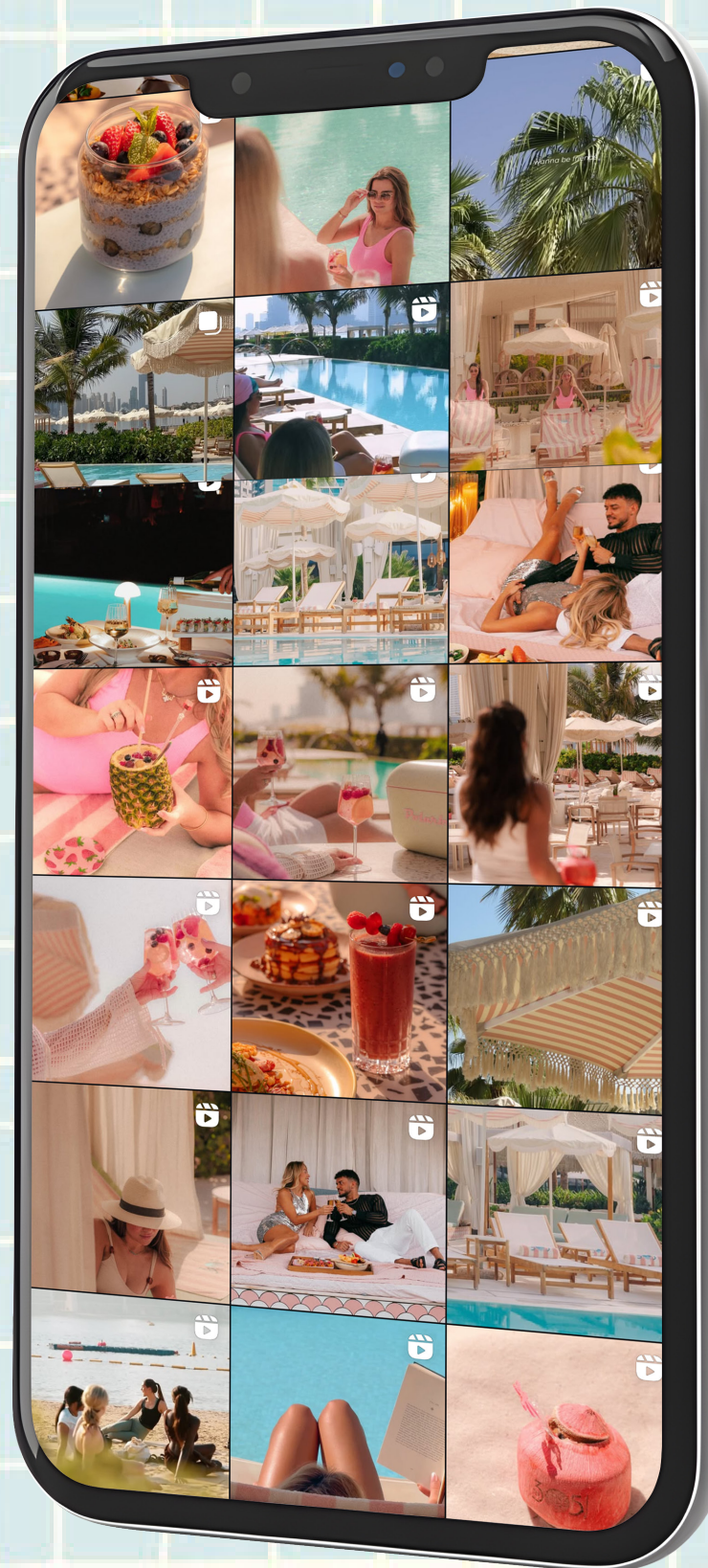
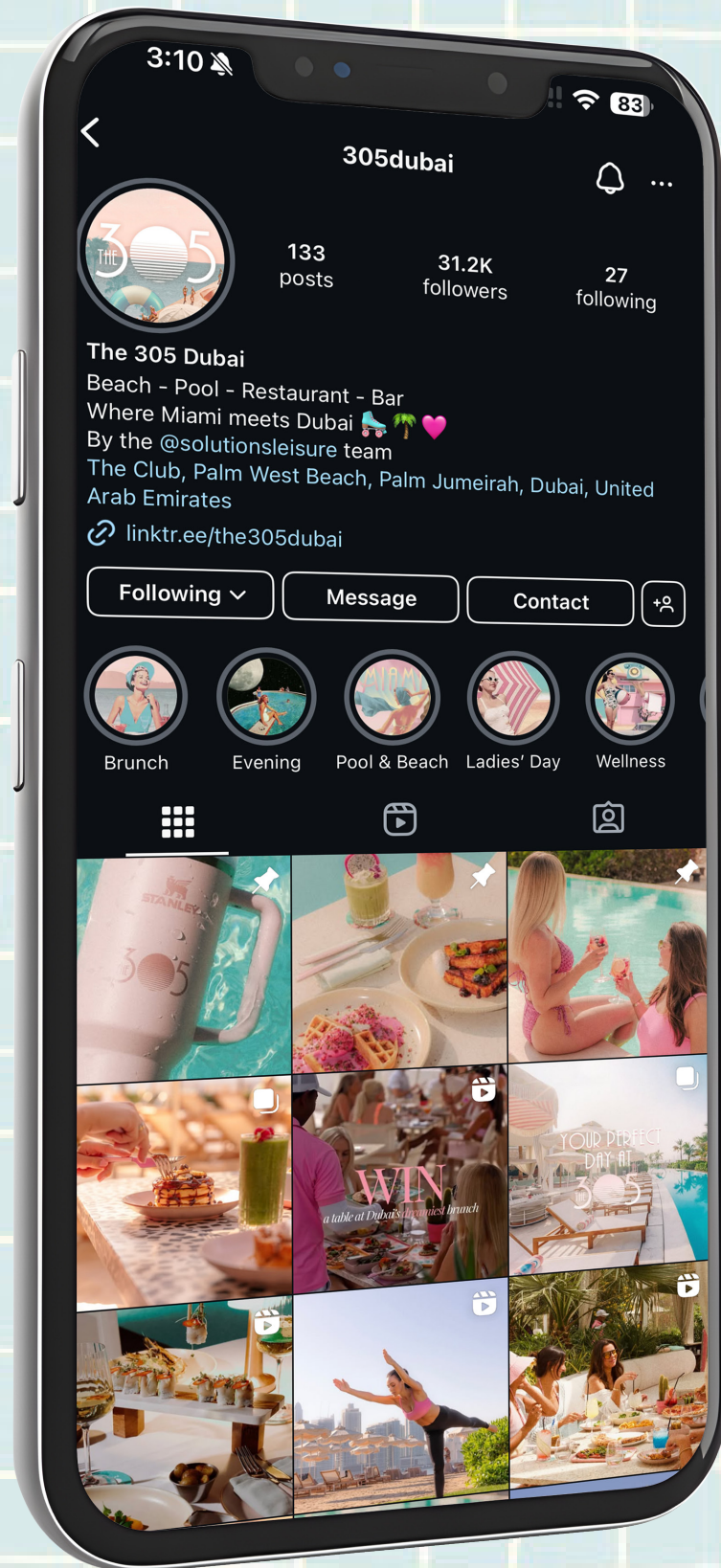


SUNDAY BRUNCH SUNDAY FROM 2PM-5PM / 4PM-7PM

Price: AED 300 – Soft drinks package
AED 350 – House drinks package
AED 450 – Sparkling package
Inclusions: Sharing brunch menu, free-flow
drinks, pool & beach access

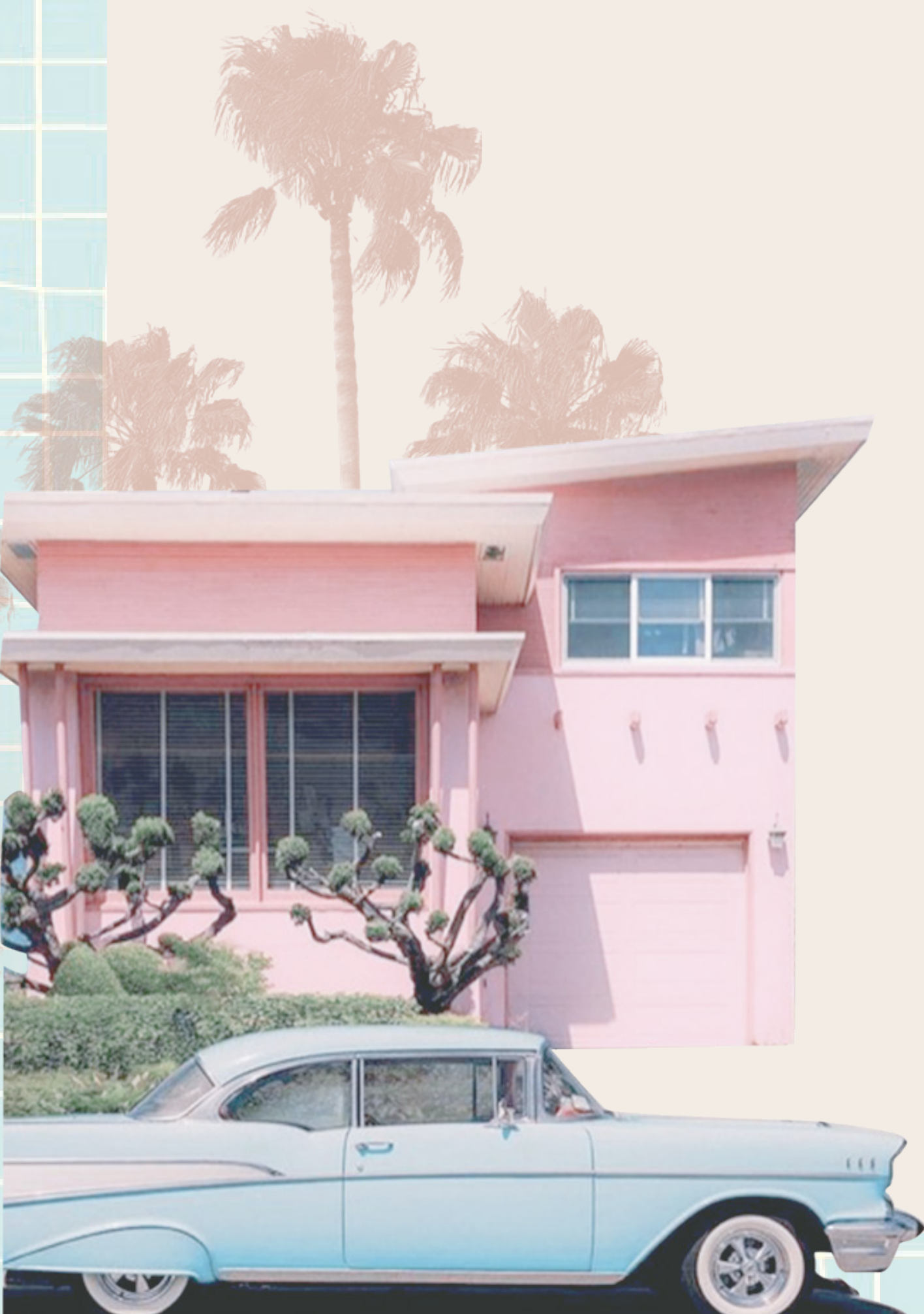


THE STORY TELLING



EVENT TAKEOVERS





PRESS SNAPSHOT

TimeOut



First look: New Miami-inspired beach club opening at Palm West Beach this weekend

Say hello to **The 305**, where you can get drinks for Dhs20 on weekdays

Looking for somewhere to get your tan on this weekend?

There's a new beach club opening at Palm West Beach on Thursday October 19 and it's bringing Floridian vibes to the city. Named **The 305**, after Miami's area code, the sun-soaked spot will be open from morning to night.

WHAT'S ON

30 of the best beach clubs in Dubai

The 305



The 305 is the newest addition to The Club at Palm West Beach, bringing a touch of Miami magic to Dubai. The 305 promises feel-good day-cay vibes whether it's for a weekend pool day or a long weekday lunch. Alongside a small indoor restaurant, there's ample tables on the terrace for dining with your toes in the sand, plus a lounge-lined swimming pool, and a private stretch of sand with a collection of day beds. Nestled between palm trees, the oh-so-Instagrammable beach club is an ode to the Magic City, adorned in bubblegum shades of pink and green that gives it that blockbuster Barbie feel.

GQ

The 305 Dubai: Everything to Know About the Miami-Inspired Beach Club Opening at The Palm

As the Dubai heat mellows, The 305 Dubai, a Miami-inspired beach club, is ready to sizzle

With the onset of cooler temperatures in Dubai, there's a reason to rejoice and plan your weekends. The Club at Palm West Beach, already renowned for its roster of beach clubs and restaurants, is gearing up to introduce a stunning new addition: The 305 Dubai, a beach club that seamlessly blends the soulful charm of Miami with the laid-back vibes of Palm Springs.

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CURATORS OF GOOD TASTE

UAE



The 305: A Miami-inspired beach club on The Palm Jumeirah

The Club, Palm West Beach, The Palm Jumeirah, Dubai

3:45

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fact.

Fact Awards 2025

VOTE NOW



Michael Kors Beach Club takes over The 305 in Dubai

Feb 27, 2024

WHAT'S ON

Sign up

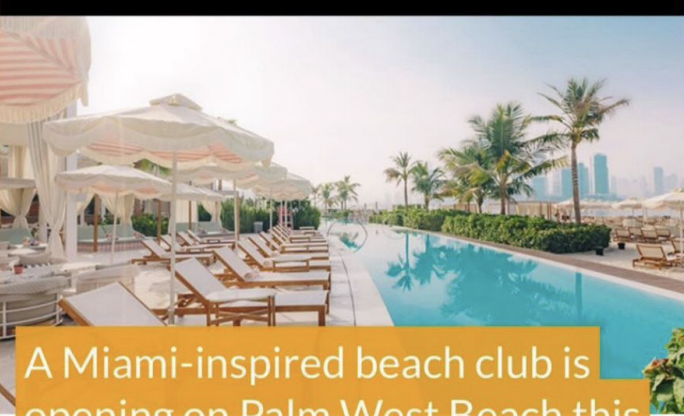


12 fantastic things to do in Dubai this weekend: Oct 20 to 22

Check out the Palm's new Miami-inspired beach club

The **305 Dubai** is a Miami-meets-Palm Springs beach club newly opened on Palm West Beach. Guests will be able to top up their tan on the beach, cool down in the pool, and graze on a South Florida-inspired all-day menu. Pool passes are priced at Dhs150 on weekdays and Dhs200 on weekends, both fully redeemable. There's also a daycation deal that teams up with neighbouring Blended Wellness, which includes pool and beach access at The 305 with Dhs100 to spend on food and drink, plus a 60-minute massage at Blended (with access to the salt cave and relaxation facilities) for Dhs500.

WHAT'S ON



A Miami-inspired beach club is opening on Palm West Beach this weekend

...and it looks stunning!

With its already impressive collection of four beach clubs, The Club at **Palm West Beach**, is one of the hottest stretches of sand in the city. And it's about to get a gorgeous new addition very soon: prepare to say hello to The 305 Dubai, a Miami-meets-Palm Springs beach club set to welcome guests from Thursday October 19.

3:46

Fact Awards 2025

VOTE NOW



The 305 and Stanley Cup is the collaboration we never knew we needed

Oct 9, 2024

THIS IS SOLUTIONS GROUP

20 VENUES | 10 LOCATIONS | OVER 250,000 GUESTS EACH MONTH

We are moment makers; experience creators and boundary breakers.

With over two decades in the hospitality and entertainment sector, globally, Solutions Group has risen to be the UAE's most awarded F&B group, pioneering the approachable dining, nightlife and entertainment. Ever-growing and evolving to further enhance the experiences and opportunities for residents and visitors alike, through our unparalleled commitment, skill and clarity in direction, we continue to create moments people live for, from day to night. Our dynamic portfolio includes 20 unique and diverse destinations across the bars, restaurants, entertainment, retail and wellness divisions. Leaders in concept creation and hospitality management, we pride ourselves on our ability to deliver experience-driven designs and services.

Innovative, sophisticated but never pretentious, our creative ideation consistently caters to the approachable, experience-driven sector. Our award-winning portfolio and global reputation within the industry is a primary example of our prestige and integrity, combining idyllic locations selected through tailored sourcing with creative innovation and design, leveraged by a proven, professional and highly effective management team.



WE CREATE THE MOMENTS THAT PEOPLE LIVE FOR



THE UAE'S MOST AWARDED LIFESTYLE GROUP

Solutions Group is comprised of over 1300 passionate, driven rockstars from around the globe, each of whom live and breathe the values and vision for the hospitality and entertainment industries.

Dedicated to leading by example across all elements of the brand, our company culture isn't just 'great' – it is something extremely special; a collective feeling with a heartbeat. Culturally diverse, we combine the extensive knowledge and experience of our international team with a quality, customer-first mentality.

Tailored to the creative, experience-driven market that is the Middle East, our portfolio of venues is led by a team of 20-strong senior management to deliver premium service with unrivalled personality.

As a group, we are extremely proud of our proven track record of successful partnerships with some of the best in the business.

From hotel operators and hospitality groups, to global developers and real estate icons, our unique model of 'independently run; privately owned' food and beverage services are something special.

Whether conceptualising, developing and operating new concepts from scratch, or re-activating an existing F&B outlet, we're pretty good at creating a fluid yet creative environment for both parties to work in.

Bringing unparalleled experiences to life through our exceptional operations, award-winning creativity, design leadership and industry-leading entertainment, with almost 50 concepts under our belt, we like to think we've made some pretty epic moments in our two decades.

We're always looking for new opportunities to work with the best, globally.

The collective objective of Solutions Group is to create unique and dynamic concepts, designed to be high-yielding and long-term. Upscale, sophisticated in design and service but never pretentious, our creative ideation consistently caters to the approachable, experience-driven sector. Our award-winning portfolio and global reputation within the industry further provides a leading example of our group's prestige and integrity, combining idyllic locations selected through tailored sourcing with creative innovation and design, leveraged by a proven, professional and highly effective management team.



CONTACT

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Thank You!

305
THE
THE PALM JUMEIRAH

