

Big Easy™

Winebar & Grill
by Ernie Els





The place to be among friends...

Big Easy Winebar & Grill is today's version of a great steakhouse, a both casual and sophisticated 'fun-dining' restaurant. Hailing from the stunning Western Cape region of South Africa and inspired by the lifestyle and spirit of South Africa's most recognized export, Golf-Icon Ernie Els.

If one term could describe Big Easy, it would be the Afrikaans word of 'Gesellig' – sociable with friends, amicable, affably companionable, friendly, convivial, cordial.

Fun and relaxed, it is at the same time the place to 'hang out with the guys' to a place to take your loved ones for a glass of wine and an unpretentious meal any day of the week.

It is a culinary experience inspired by the cultural crossroads of South Africa's, a fun & approachable Farm-to-Table Steakhouse with a twist.

A Celebrity Restaurant?

Ernie's passion on the golf course is well documented; but his off-course pursuits are garnering acclaim, starting with his award winning vineyard, course design firm and foundation work.

As a truly global brand, his persona transcends just sport and in today's brand conscious world the brand recognition of a sport-superstar exceeds that of any 'Celebrity Chef' by substantial margins. The restaurant enjoys instant credibility and recognition - without being a themed or Sports restaurant.

The Big Easy Winebar & Grill is the culmination of Ernie's decades travelling the world. The roots were laid in a Cape Dutch House from 1730 in Stellenbosch and the combination of great wines, farm-to-fork freshness and the very best grilled steaks and seafood initiated the winning formula that is growing with great around the world.



Big Easy?



B I G

BOLD

BIG EASY restaurants are bold, substantial, warm and rich; almost residential in character. The same spirit is reflected in the presentation and flavor of the food and many of our wines.

INFORMAL

This is not your father's steakhouse - it feels casual and easy-going, yet sophisticated. It is a place to take the family, friends and business associate for an informal and fun experience.

GESELLIG

An ingenious word that is truly missing from the English language: sociable with friends, amicable, affably companionable, friendly, convivial, cordial.

E A S Y

EVERYDAY

BIG EASY is not a fine dining or "destination" restaurant, but a place for everyday enjoyment - for a drink at the bar after work, a business dinner or taking the entire family for brunch.

APPROACHABLE

BIG EASY has none of the formality nor pricing that is often associated with celebrity restaurants and steakhouses; it is fun and surprisingly affordable.

SOUTH AFRICA

The South African wine country is the Napa Valley of Africa; a melting pot of cultures, food and flavors. Hand-cut meats and line-caught fish fresh off the grill, Farm-to-Table freshness and fun menu selections.

YOUTHFUL

A warm restaurant featuring wood, brick, leather and other traditional elements can easily be perceived as old fashioned. But BIG EASY is very much today, timeless and full of vibe.



The Big Easy feel

The Big Easy design follows the spirit of the land: solid wood tables, reclaimed wooden floors, rich textured leather upholstery, dry stacked stone, brushed concrete and solid timber ceiling beams.

The lounge features thick leather oversized chairs which you just melt into, the wine display is prominent in the room and the venue feels like Ernie's home more like a 'designed' restaurant.

There are lots of cozy corners in the Big Easy. From the hangout areas around the wine bar to the lounge and the private dining rooms - this almost feels like you have been here before - like a really great local restaurant. Clean and elegant table set up; a solid leather placemat, cast iron peppermills and tables just waiting for plates to share and wine to flow.

The Big Easy is about having a good time with friends and not a formal gourmet dining experience. The staff is outgoing, casual and relaxed without ever being overly familiar.



The vibe ...

The Big Easy Grill is a busy place. It is not a special occasion restaurant, but an accessible, refined-yet casual restaurant positioned below the “white linen” steakhouse but above the all-day dining crowd.

We don't call it a steakhouse for a reason: our culinary offering is much broader, we don't have the same formality and the spirit is rather unpretentious!

Because it is fun and relaxed, but with great quality, the Big Easy draws a variety of guests throughout the day, from quick business lunches to evening parties and special events; from the place to 'hang out with the guys' to a place to take your loved one for a glass of wine and an unpretentious meal any day of the week.

The extensive small plate and wine bar is perfect for the after work crowd, while the open kitchen restaurant and sizzling grill is great option for the family.



The open kitchen is an integral part of the Big Easy experience – watching our chefs cooking fabulous steaks on the open ‘Braai’ (the South African grill) and watching the fresh breads bake in the wood-burning oven tells the story.

The menu is all about sophisticated comfort, everyday dishes prepared with farm-fresh ingredients of the highest quality.

We don’t believe in theming our menu – we see the world as a global village. While a substantial portion of our menu is dedicated to meats and steak-house dishes, we cherish local flavors and have the passion to celebrate regional and traditional influenced and scrumptious recipes.

Some of our dishes are more playful and feature our South African Heritage: Bobotie Spring Rolls, Biltong, Boerwurst and our signature Bunny Chow!

Our approach to food



a typical Big Easy menu

STARTERS

Beef Tartar

quail egg, rocket pesto, olive caramel

Snoek & Crab Cakes

pan seared fish and crab cakes, corn, spiced mango cilantro sauce, lemon

Duck Prosciutto Wrapped Scallops

butter and herbs, saffron aioli, salmon roe, herb crust

Blue Cheese Tart

tomato jam, fresh herb salad

SALADS

Shaved Asparagus & Pecorino

hazelnuts, poached duck egg, verjuis

Masala Chicken Breast

pineapple carpaccio, toasted cashew nut, basil yoghurt

Young Rocket Leafs

warm potato & bacon dressing

Cold Smoked Wayfarer Trout

white radish remoulade, red radish, fresh salad leaves, toasted pumpkin seeds

BIG EASY BURGER

Big Easy Prime Rib & Brisket

Ostrich

New Zealand Lamb

Portobello, Eggplant & Quinoa

served with: heirloom plum tomatoes, onion marmalade, bacon, mature cheddar, rocket leaves, 'Big Easy' fries

FROM THE GRILL

Wagyu Sirloin

Bone-in Prime Tenderloin

Prime Ribeye

Veal Chop

Tomahawk XL

Ostrich Fillet

Rack of Lamb

Butterflied Prawns

Wild Salmon

SAUCES

South African piri-piri, Argentinian chimichurri, 'Big Easy' braai, Japanese soy & wasabi, Madagascan pepper-corn

SPICE RUBS

Dubai

paprika, allspice, cumin, cloves, cinnamon, cardamom, sumac, coriander

Durban

coriander, paprika, turmeric, cumin, cinnamon, cardamom, jaggery, fennel, ginger

Miami

salt, pepper, red chili, oregano, cumin, orange zest, citrus zest, brown sugar

Malaysia

coriander, cumin, fennel, brown sugar, turmeric, ginger, cinnamon, mustard

sample menu

TIDBITS

Oxtail and Marrow Fritters

spiced dip

Mini Boerie Rolls

lamb masala sausage, pork sausage, boerewors on homemade mini-buns

Sosatie - Grilled Mini Skewers

beef, pork, lamb & chicken, assorted dips

Bobotie Spring Roll

sweet ground beef curry, spiced chutney

ENTREES

Shellfish Bouillabaisse

braised fennel, rouille

Lamb Shank Bunny Chow

a Durban classic

New Zealand Red Deer Filet

roots casserole, baby potato, mushroom ragout, rosemary cranberry jus

Crisp Wild Salmon Steak

Gruyère crusted salmon fillet, olive baby potato, baby spinach, asparagus sauce

CURRIES

Angry Duck Curry

duck breast simmered in Thai spiced curry with apple and pineapple

Cape Malay Chicken Curry

mango chutney, poppadum, yoghurt

Red Tiger Shrimp Curry

creamy cashew curry sauce, hint of ginger

A photograph of a wine bar interior. In the foreground, two wine glasses filled with red wine stand on a wooden surface. One glass has "Big Easy" written on it. To the left, a bottle of wine is partially visible. In the background, there are more wine bottles on a shelf, a stone wall, and a wooden barrel. The lighting is warm and ambient.

It's called a winebar for a reason

We believe that wine should be fun, approachable, versatile, surprising and a bit of a discovery. Our wide selection of wines by the glass allows guests to try something new, discovering new flavors or just indulge in a private little tasting right at the bar. The Big Easy is the place to discover unique offerings and to sample flavors typically not found in restaurants. We feature an extensive wine by the glass program, regularly winemaker dinners and last but not least Ernie's signature lineup of award winning wines.

Complementing our wine selection, we work with local craft breweries and feature a handpicked selection of draft beers and hand-muddled cocktails.



Our philosophy

The Big Easy Grill is an extension of what Ernie's career and passion for great food and wine represents. A commitment to excellence and quality; executed to perfection with the right partner.

The Big Easy does not pretend to be anything it isn't. You should not feel guilty having a burger with an award winning wine as your main course. We are friendly and serve up the classics that way you wish, but we also have something more around the corner if you want to explore. Being at the Big Easy is like going to Ernie's place; one can eat at the kitchen counter, in the casual family room or the slightly more formal dining room.

We support and are considerate of local environments, flavors and suppliers with the same kind of care and sustainable approach we look after our wine farm in Stellenbosch.

It is an everyday kind of place, fun & approachable - you feel at home here



Our restaurants

Big Easy™

Winebar & Grill
by Ernie Els

Our restaurants are in:

STELLENBOSCH

South Africa

DUBAI

United Arab Emirates

DURBAN

South Africa

MIAMI

USA (Fall 2016)

DESARU COAST

Malaysia (Winter 2016)

HANOI

Vietnam (2017)

MACAU

(2017)

ZAGREB

Croatia (2018)



Big Easy™

Winebar & Grill
Stellenbosch



Big Easy Winebar & Grill in Stellenbosch originated in 2006 in a 300+ year old Cape Dutch Building, nestled in the heart of the winecountry

95 Dorp Street, Stellenbosch, South Africa
www.thebigeasyrestaurant.co.za

The image shows the interior of a restaurant named 'Big Easy'. The space is filled with wooden tables and red leather-upholstered chairs. In the foreground, a table is set with a dark placemat, a red napkin with the restaurant's name, a glass of wine, and a small lit candle. A long, curved red leather booth runs along the right side of the room. The walls are decorated with stone pillars and wood paneling. A large, ornate chandelier hangs from the ceiling, and a kitchen area is visible in the background.

Big Easy™

Winebar & Grill
Dubai



Big Easy Bar & Grill Dubai is the heart of the Els Club at Dubai Sports City, the anchor of one of the finest golf facilities in the world

Els Club, Dubai Sports City
www.bigeasydubaisportscity.com



Big Easy™

Winebar & Grill
Durban



The signature restaurant of Durban's only 5 Star hotel, the Hilton Durban is a vibrant eatery full of life and energy.

Hilton Hotel - 12-14 Walnut Rd, Durban, South Africa
www.bigeasydurban.com



*Big Easy*TM

Winebar & Grill
Miami

BRICKELL

CITY CENTRE



Our first restaurant in the US is the steak destination for one the most iconic developments in the country: Brickell City Centre

Brickell City Centre, Miami
www.bigeasy.miami



Big Easy™

Winebar & Grill
Desaru Coast



Our second golf-destination restaurant, a short drive from both Singapore and Kuala Lumpur at the Els Club Desaru Coast in Malaysia

Els Club, Desaru Coast, Malaysia
www.bigeasydesaru.com



Under Development:

LISBON
Portugal

HANOI
Vietnam

MACAU
SAR China

ZAGREB
Croatia

Ernie Els

Big Easy Winebar & Grill is positioned in a restaurant segment that is missing in today's luxury hotel and resorts; a steakhouse with a twist; a place that is a whole lot nicer and more intimate than a coffee shop, but at the same time far from the often pretentious and formal dining room experience. But the Big Easy is more than just another nice restaurant and Ernie Els is not just putting his name at the door.

As Ernie remains a top-ranked and active player on all major tours in Asia, US and Europe along with his sponsor activities he will maintain a real connection to his restaurants. He will be available for a grand opening celebration and moving forward will be able to host his sponsor dinners in the cities where a restaurant exists.

Ernie and his team see the Big Easy as an ongoing relationship, a partnership where both sides get a lot more than just a branded restaurant, but the beginning of a long relationship of friends.





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