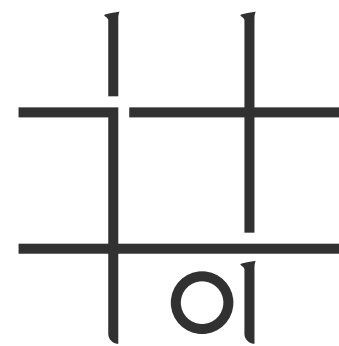


EVENTS

at

GRU



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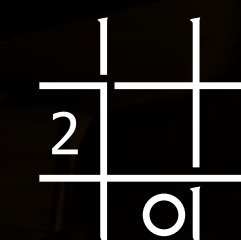
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LOCATED IN THE HEART OF MIDTOWN MANHATTAN, GUI STEAKHOUSE REDEFINES THE MODERN STEAKHOUSE EXPERIENCE. THIS KOREAN-AMERICAN CONCEPT BLENDS BOLD INNOVATION WITH TIMELESS TECHNIQUE, OFFERING A MENU ROOTED IN FERMENTATION-FORWARD FLAVORS, KOJI-AGED MEATS, AND CHEF-DRIVEN CREATIVITY. WITH SLEEK INTERIORS AND AN ATMOSPHERE THAT'S EQUAL PARTS ELEVATED AND ENERGETIC, IT'S A DESTINATION MADE FOR UNFORGETTABLE GATHERINGS.



CHEF SUNGCHUL SHIM

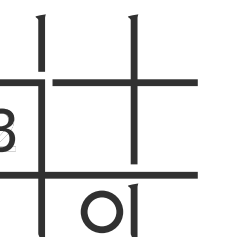
Meet Chef Shim, Michelin-starred maestro, former Culinary Institute of America grad and New York kitchen veteran. Born in Korea, he brings a deeply personal touch to every dish, honoring his grandmother's cooking with fermentation-forward techniques and Korean-American flair. After earning Michelin stars for both his restaurants, Kochi (2019) and Mari (2021), Shim dreamed bigger — transforming a former Staples in Hell's Kitchen into a multi-level steakhouse palace, blending opulence with heartfelt hospitality.

At Gui, he pours his spirit into koji-aged steaks, artful plates, and warm, intentional service. Every element is infused with the precision and soul of a chef who cooks not just to impress, but to connect.



SUNGCHUL SHIM FOOD GROUP

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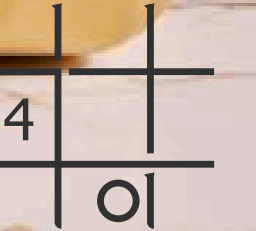
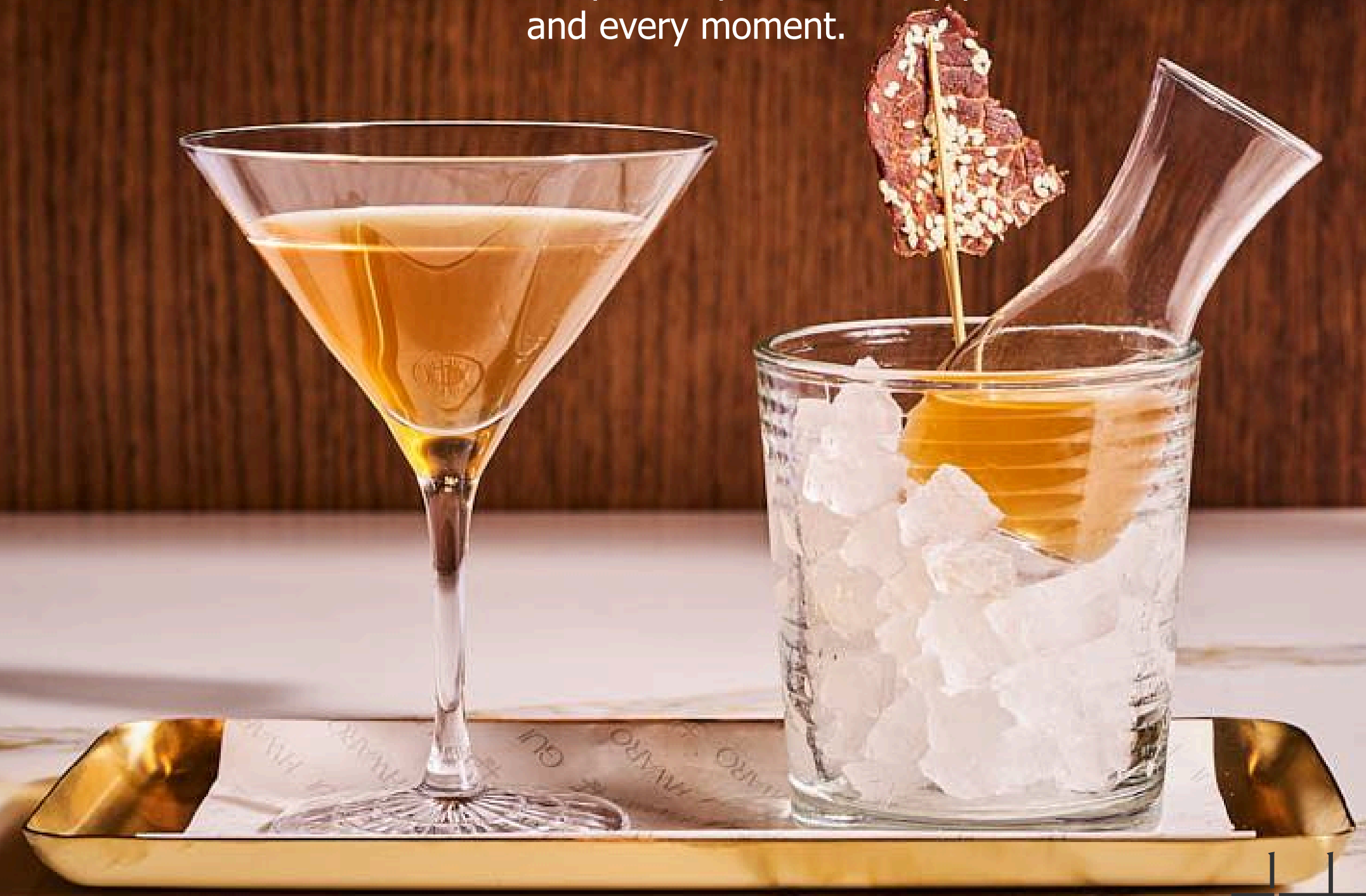
CUISINE

Gui Steakhouse delivers a bold, chef-driven take on the classic steakhouse rooted in Korean flavors and elevated by precision technique. Centered around expertly prepared meats, including koji-aged cuts, seafood platters, and caviar service, the menu offers innovative takes on steakhouse classics, transforming familiar dishes into delicious works of art. With each plate, Gui brings together technique, soul, and creativity for a dining experience that's as refined as it is unforgettable.

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WINE

Gui Steakhouse elevates your event with an extensive, thoughtfully curated wine selection, designed to pair beautifully with our bold, fermentation forward cuisine. Expect rich, full-bodied reds from celebrated regions — think Napa Cabernet, Bordeaux blends, and expressive Italian varieties — alongside a crisp, refreshing array of whites and sparkling wines that complement our koji-aged cuts and shareable plates. Whether guests prefer iconic classics or intriguing gems by the glass, our wine program ensures there's a perfect pour for every palate and every moment.



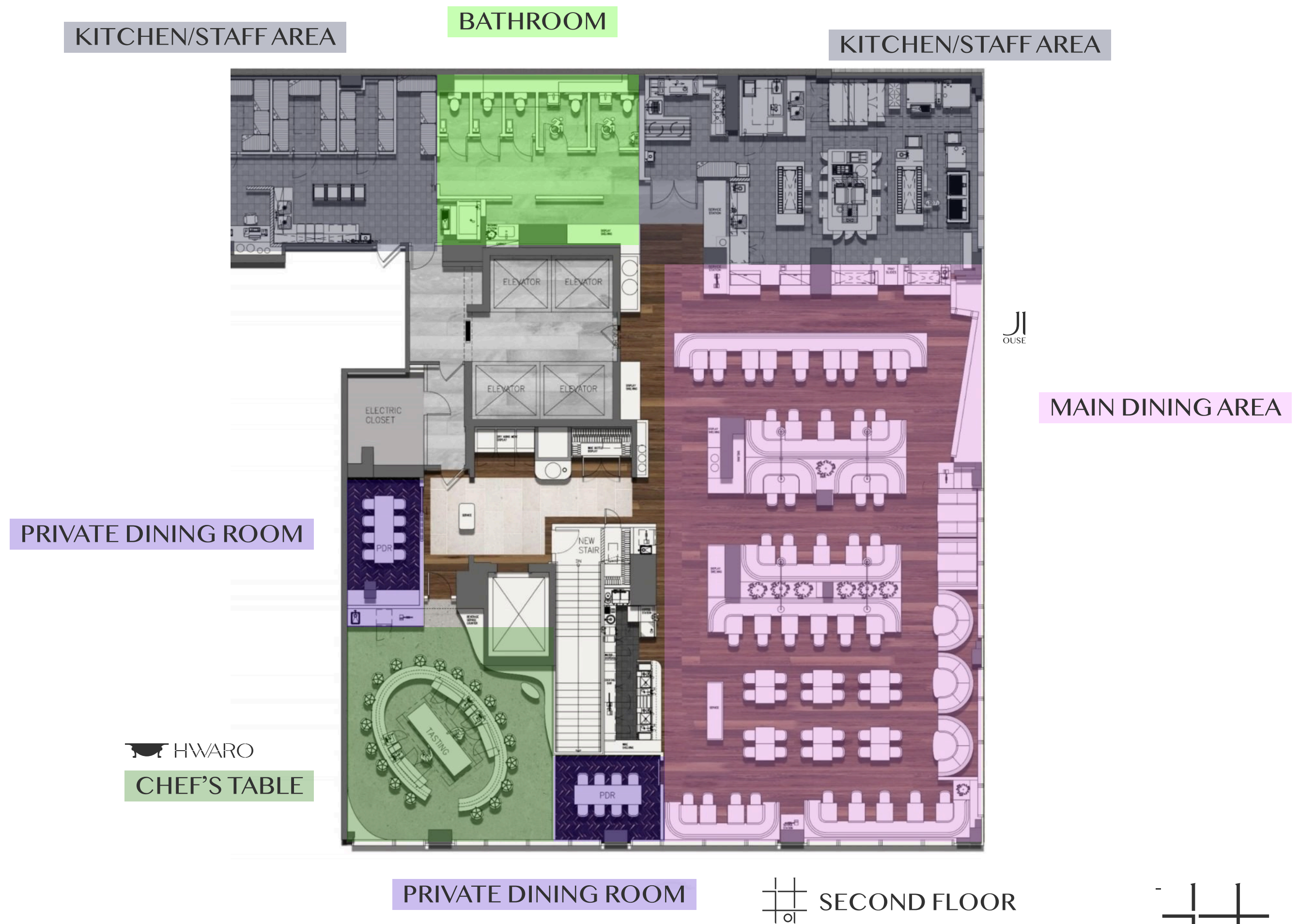


Bar 92 - First Floor of Gui Steakhouse

DESIGN & DECOR

Gui Steakhouse's interiors strike the perfect balance of intimate warmth and electric energy—from plush green leather banquettes and rich wood accents to artful lighting and dynamic layouts that feel both curated and alive. It's a space where every seat feels special, every corner is thoughtfully designed, and the atmosphere enhances the bold, artfully crafted cuisine with Korean-American soul.

RESTAURANT OVERVIEW





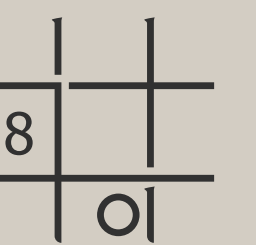
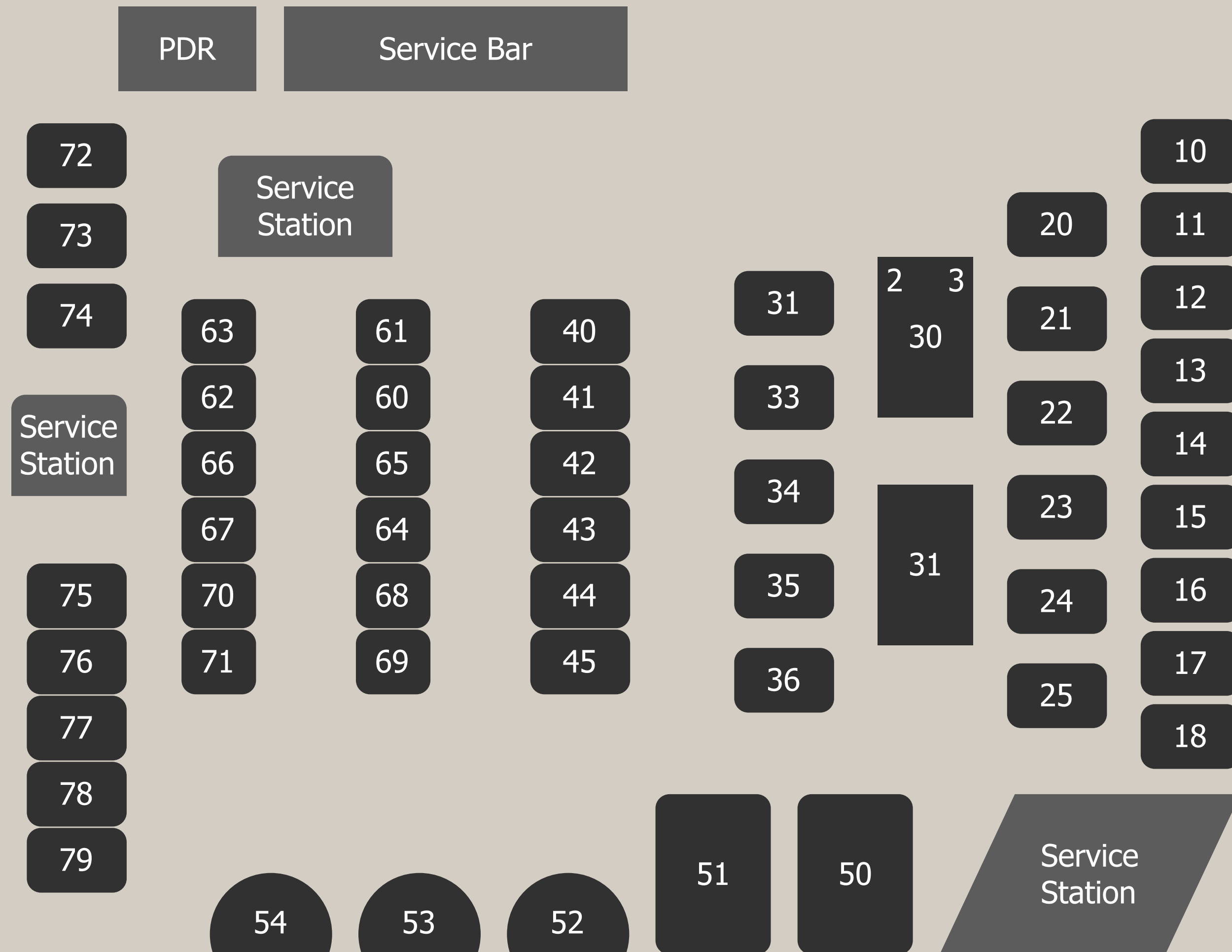
MAIN DINING AREA

The heart of Gui Steakhouse, the main dining floor blends refined elegance with vibrant energy. Designed for both intimate dinners and lively gatherings, it features plush seating, warm wood tones, and dynamic lighting that creates an inviting yet sophisticated atmosphere. Every detail is curated to complement Chef Shim's bold Korean-American steakhouse cuisine—making each meal a memorable experience where flavor, comfort, and style meet.





MAIN DINING AREA



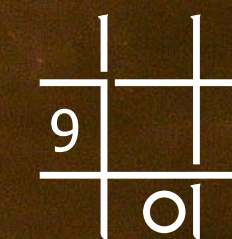


Bar 92 is Gui's vibrant first-floor lounge, where innovation meets tradition in every glass. Named for its phonetic connection to "Gui" in Korean, this modern wine bar offers a thoughtfully curated selection designed to elevate the fermentation-forward flavors of the kitchen. Whether savoring bold reds, crisp whites, or sparkling pours, guests are invited to explore unexpected pairings and enjoy an intimate yet lively atmosphere that sets the perfect tone for any evening.



BAR92

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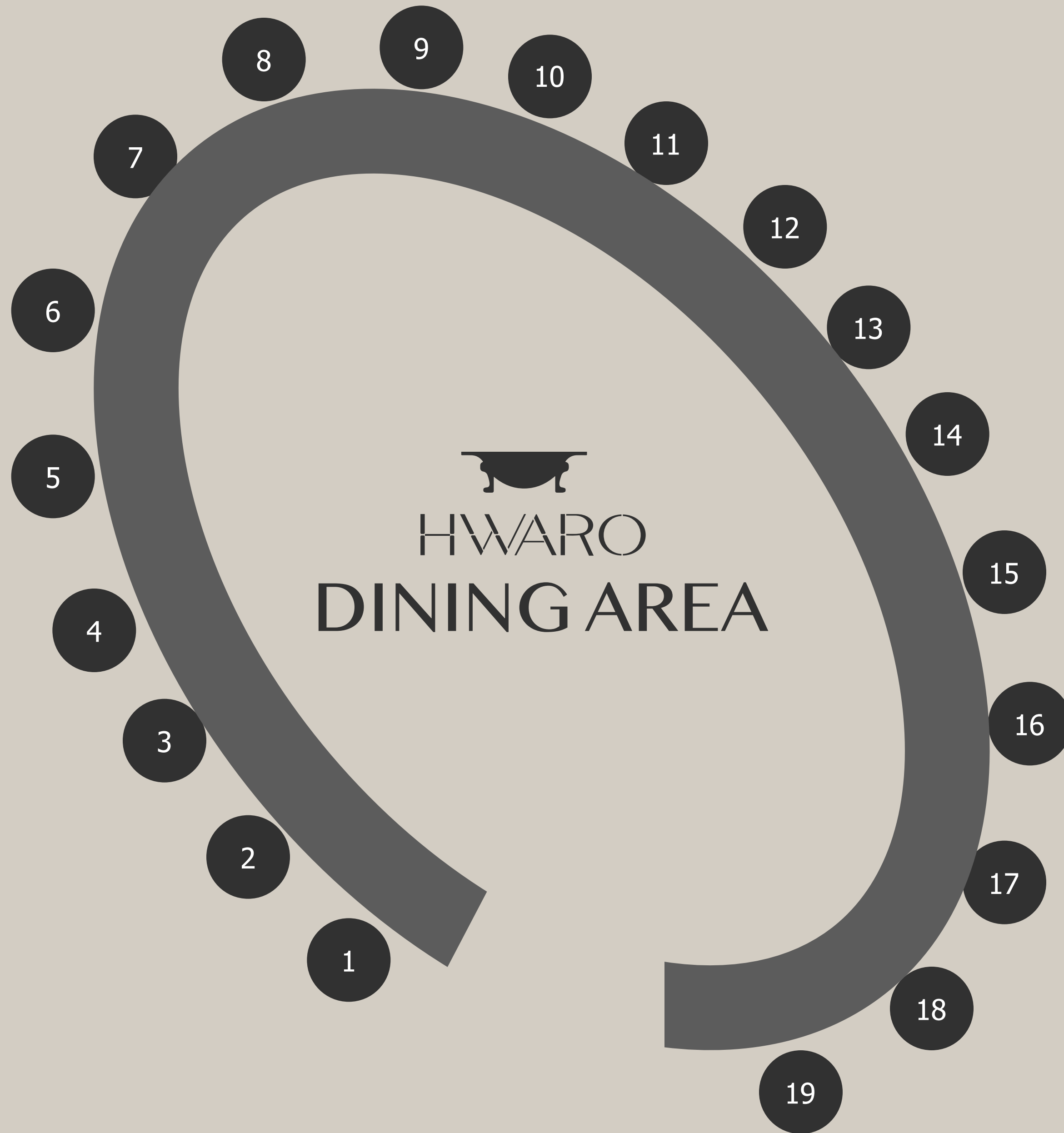






HWARO

Hwaro, meaning “stove” in Korean, is Gui’s upstairs dining room built around the warmth of shared experience. Its circular layout centers guests around a live chef station, fostering connection and conversation as traditional Korean dishes meet global influences. Inspired by Chef Shim’s acclaimed restaurant Mari, Hwaro blends thoughtful design with heartfelt hospitality—creating an intimate, immersive space where every meal feels like a celebration.



1st Floor

FULL BUY OUT



Mirrored to be the first Steakhouse in the world to take on the Korean Fusion format leaning more towards an American Style Steakhouse. A modern premium steakhouse located in the heart of New York City's theater district. Our restaurant embodies a timeless dining experience that blends classic and modern cooking techniques with a Korean flair to create a new experience. We offer an intensive wine and cocktail selection to add to the elevated dining experience.

SEATED: Up to 100 Guests for Cocktail Parties

2nd Floor

FULL BUY OUT



SEATED: Up to 160 Guests for Dinner
Up to 210 Guests for Cocktail Parties

OFFERING: A LA CARTE | PREFIXE

Wine pairings can be added, along with cocktail hours in both our downstairs and upstairs bars.



LARGE BOOKING

The dining rooms at Gui Steakhouse are a cozy, elegantly appointed space perfect for large gatherings and exclusive celebrations. Featuring warm tones and thoughtful design details while guests sit along a large long table, it creates a welcoming atmosphere where guests can enjoy a more personal and focused dining experience.

SEATED: Up to 25 Guests Minimum of 10 Guests

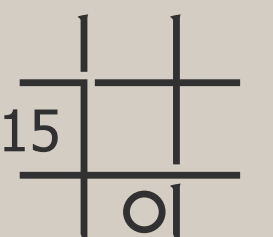
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PARTIAL BUYOUT

Host your next event with a little more room to revel — Gui Steakhouse offers a partial buyout of our east wing, where warm tones and refined design set the stage for unforgettable gatherings. It's ideal for private dinners, brand events, or intimate celebrations that still feel elevated and exclusive without taking over the whole restaurant.

SEATED: Up to 82 Guests Minimum of 30 Guests



PRIVATE DINING



OFFERING

A La Carte

Pre Fixed

Drink Package & Wine Paring

Seated: Up to 8 Guests | **Minimum Spending:** \$2,000

This private dining area offers a stylish and flexible setting that strikes the perfect balance between privacy and connection. With its sophisticated design and vibrant energy, it's ideal for groups seeking an exclusive yet lively atmosphere.



MENU

FOR PARTIES OF 10 OR MORE

PRE-FIXED MENU OPTIONS

\$165 (4 apps, 3 entrée, 2 share, 3 side, 3 desserts), \$140 (3 apps, 2 entrée, 2 share, 2 side, 2 desserts), \$120 (2 apps, 1 entrée, 1 share, 2 sides, 2 desserts)

APPETIZER

Caesar Salad

Gem Lettuce, Candied Anchovies,
Parmesan Cheese

Beet Salad

Roasted red beet, chicories, apple,
tahini yogurt, hazelnut lemon vinaigrette

Crudo

Daily Market Fish, Papaya Salad,
Leche De Tigre

Salmon Tartare

Szechuan Pepper Aioli Salmon,
Gochugaru Potato Chips, Gribiche, Milkbread toast

Thick Cut Bacon

Heritage Pork Belly, Chunjang Glaze

**Gui Seafood Platter +79 per platter

ENTRÉE

Flat Iron Steak

Ramp salsa verde,
Duck fat-fried fingerling potatoes

Grilled Chicken

Mushroom, Diane Sauce

Mushroom Risotto

Roasted mushroom,
seasonal vegetable, black garlic

**Prime Rib +25

SHARE

Dolsot Bibim Bap

Seasonal Namul, Seaweed,
Wasabi Roe, Bibimjang

Dan Dan Noodle

Sichuan Chili Pork, Roasted Peanut

Sundubu Kjjgae

Chadol Brisket, Chili, Soft Tofu

SIDE

Pomme Puree

Comte

Heirloom Carrot

Jochung, Tangerine

Sautéed Spring Vegetables

Miso Butter

Wild Mushroom

Truffle Wangshin Soy

Roasted Brussel Sprout

Daechu Compote

Crème Corn

Miso Mornay

French Fries

Herbs, Parmesan

DESSERT

Apple Cheesecake

New York Style Cheesecake,
Apple Butter, Lime Gel

Tiramisu

Mascarpone, Espresso, Vanilla

Ice Cream & Sorbet (Choose one)

Prickly Pear Sorbet

Blood Orange Sorbet

Vanilla Ice Cream

Earl Grey Milk Tea Ice Cream

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.



PASSED CANAPÉS

Choice of 3 cold dishes and 3 hot dishes

COLD

Beef Tartare

Parmesan Crisp

Caviar and Egg Brioche

Crème Fraîche

Salmon Tartare

Egg gribiche, Milkbread Toast

Hamachi Crudo

Crispy Rice, Yuzu Pearls

Smashed Pea and Avocado Nori Chip

Pickled Chili (GF, DF, Vegan)

HOT

Royal Trumpet Mushroom Brioche

Spiced Persillade

Kobe Beef puff Pastry

Mustard, Cornichon

'Everything' chicken meatball

with quince and rice puff

Mini Crab Cake

with old bay remoulade

Chicken Schnitzel

with red cabbage slaw

Shrimp Toast

with sweet red chili sauce

Artichoke Panisse Spicy Mustard

Truffle Pate, Thyme

Disclaimer: \$65 per person for 1 hour | Additional \$20 per person for each additional hour



BAR92

BAR PACKAGE

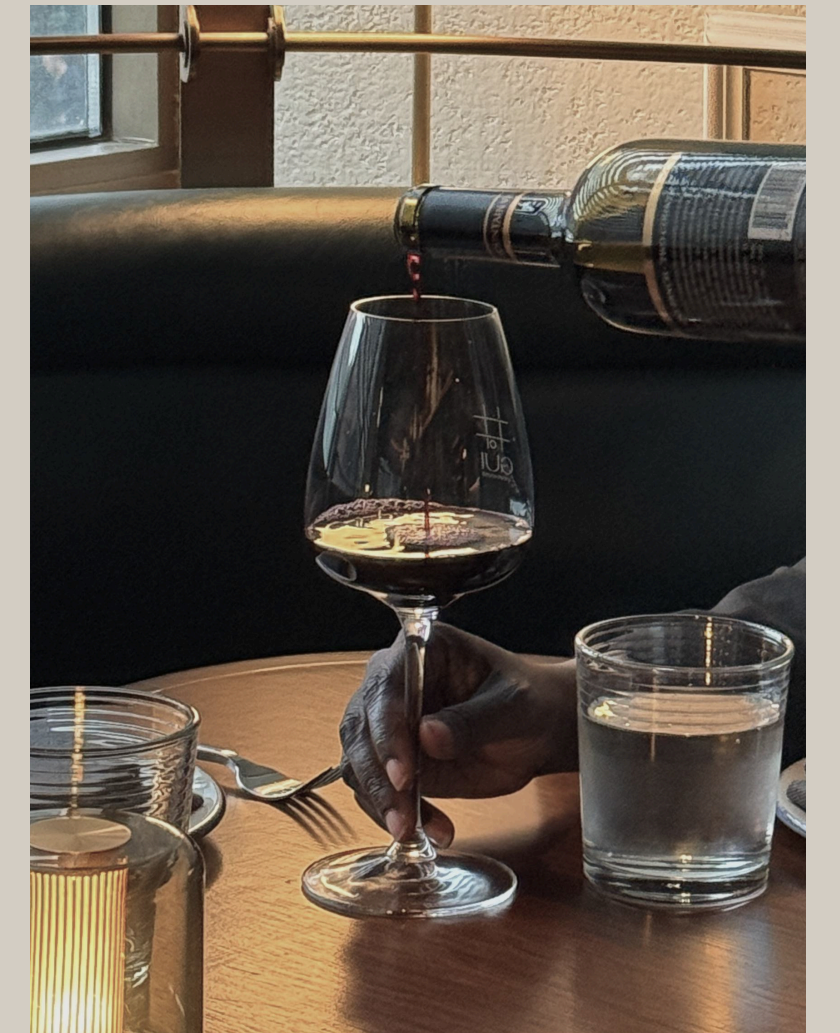


BASIC BAR PACKAGE
 \$50 PER PERSON

Beer | Wine | Soft Drinks

1ST TIER
 \$65 PER PERSON

**Well drinks house Tequila | Gin | Vodka
 Beer | Wine | Soft Drinks**



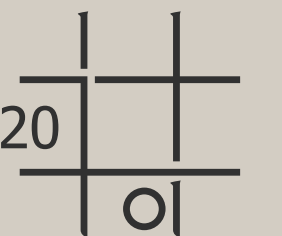
2ND TIER PACKAGE
 \$80 PER PERSON

**1 crafted cocktail
 Tequila | Gin | Vodka
 Beer | Wine | Soft Drinks**

TOP TIER PACKAGE
 \$120 PER PERSON

**2 Crafted Cocktails
 Tequila | Gin | Vodka | Bourbon | Whiskey
 Beer | Wine | Soft Drinks**

*****Excluding vintage spirits**



EVENT DETAILS

1

ADDITIONAL EVENT OFFERINGS

(Pricing Available Upon Request for the followings:
Wagyu Tasting Menus | Wine Pairings | To-Go Sweets)

2

PREFERRED VENDORS

(A List of Preferred Vendors
is Available on Request.)

3

AMENITY CHARGES

Coat Check: \$2 Per Guest
Escort Or Place Cards: \$5 Per Guest

4

FINAL GUEST COUNT

Your Final Guaranteed Guest Count is due 3 business days prior to your event. This is the number of guests you are charged for even if fewer attend, should more guests than anticipated attend then we will charge for that actual attendance.

5

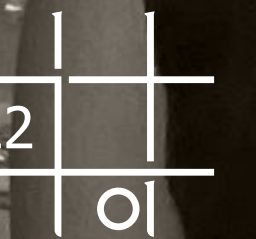
BILLING DETAILS

All pricing is before 5% administrative fee, 8.875% NYS tax and client chosen gratuity (standard is 20-22%). All events require 50% non-refundable deposit of the food and beverage minimum spend due upon booking with a signed contract.

We require a credit card to be authorized on all contracts and accept payment via major credit cards or wire. Checks are not accepted.

BRUNCH
HAPPY HOUR
PRIVTE EVENTS
HOLIDAY PARTY
BIRTHDAY PARTY
CORPORATE PARTY

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**BOOK YOUR EVENT
WITH US TODAY.**

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AWA@GUINYC.COM

VISIT SUNGCHUL SHIM GROUP'S LOCATIONS IN NYC

GUI STEAKHOUSE | BAR92 | HWARO
776 8th Ave New York, NY 10036

KOCHI
652 Tenth Ave New York, NY 10036

MARI
679 Ninth Ave New York, NY 10036

MARINE HANDROLL
135 W 41st St New York, NY 10036

DONDON
37 W 43rd St New York, NY 10036

