

Private Events HASALON NYC





ABOUT HASALON NYC

HaSalon is an ultimate celebratory destination, seamlessly blending a fine dining experience with the energy of a vibrant live DJ dance party that follows dinner. With iconic locations in Tel Aviv, Miami, Paris, Las Vegas, and Ibiza, HaSalon opens its doors for standard dinner services just three nights a week—Thursday through Saturday. In the remaining days, we transform our space into a canvas for private events of all kinds.

In Hebrew, "Salon" means living room, and that's exactly the ambiance we aim to create—welcoming you as though you're a guest in our own home. Our private events offer a truly unique experience where our chefs bring your culinary dreams to life with boundless creativity and a personalized menu inspired by our most imaginative ideas. Every event tells its own story, with a distinctive character expressed through food.

Our menus are as unique as your event, curated with the finest seasonal ingredients to craft a dining experience that's both personal and unforgettable. We take care of every detail, ensuring the atmosphere is perfectly tailored to your vision. At HaSalon, you can relax and be a guest at your own event while we orchestrate an evening you and your guests will never forget.



PHOTO BY: ERAN BE'ERI

CHEF EYAL SHANI

Chef Eyal Shani embarked on his culinary journey in 1989 with the opening of his first restaurant in his hometown of Jerusalem. There, he crafted a unique culinary language rooted in the flavors of the Mediterranean, emphasizing the freshest seasonal vegetables and his renowned passion for tomatoes.

Together with his partner, Shahar Segal, Chef Shani now oversees a global empire of over 40 successful restaurants. A visionary in the Israeli culinary scene, Eyal Shani has become a household name, known not only for his innovative cuisine but also for his starring role in the TV series "Food for Thought" and his ten-season tenure as a judge on Israel's "Master Chef."



PHOTO BY: ANDREW MORALES

OUR FOOD PHILOSOPHY

Fresh & Local ingredients

Our commitment is to serve only fresh and local ingredients that we curate from farmers and purveyors we know and love. That's where the magic begins.

Unique cooking methods

Chef Eyal Shani's innovative approach to cooking, such as using high heat and unconventional ingredients, creates a distinct and memorable dining experience.







Innovative presentation

We rarely serve our food on simple plates. We believe that every dish deserves for its own unique serving method. We serve it in brown paper bags and cardboards. We know it looks, feels and tastes better this way.

Wild & Natural decor

All of our places are decorated with wild and natural decor. We believe in our ingredients and have big desire to show them around rather then hide them away.

FLOORPLAN

The Lounge is located within the same venue but separated from the restaurant's space, offers a flexible setup.

The Dining Room is where the magic happens every weekend when the restaurant is open for standard service.

The Parlor (PDR) is a separate room located in the main dining room. It offers a semi-private experience for large parties during standard service nights.

On Full Venue buyouts, we keep the restaurant's doors open to combine the Lounge and the Dining Room, creating an open space for guests to flow between areas.







THE PARLOR

Thursday to Saturday (during standard service)

The Parlor is an elegant extension of the main dining room, offering a semi-private experience with a view of the entire restaurant. It seamlessly blends exclusivity with the vibrant atmosphere of the main space, giving our guests the best of both worlds.

Guests can choose to close the curtains for a more intimate setting or leave them open to stay connected with the energy of the dining room. When the party begins, The Parlor provides ample space for dancing, allowing guests to enjoy the festivities within the room or step out onto the main floor to fully immerse themselves in the dance scene.

The Parlor features a Chef's choice prix-fixe menu, highlighting our signature dishes—fresh vegetables, handcrafted pasta, raw and cooked fish, meats, and decadent dessert platters—all served family-style and designed to be savored throughout the evening.

The seating in The Parlor is arranged around circular tables, each accommodating 5 to 8 guests, ensuring a cozy and comfortable dining experience.

Beverages:

Parlor guests have the option to elevate their experience with a beverage package, offering an open bar throughout the evening. A mini-bar will be set up within The Parlor, ensuring quick and convenient access to drinks.

Please visit our website for detailed information.

Never been to HaSalon before? Here's what you can expect from a standard dinner service at the restaurant.

To better visualize the space, please view this <u>complete venue</u> walkthrough; the Parlor is shown at 3:55 minutes.





MAIN DINING ROOM

Any day of the week

Events at HaSalon are celebrated for their distinctive and customizable nature. Every detail can be tailored to suit your vision—from room configuration and lighting to music selection and volume—ensuring the perfect atmosphere for your event.

Layout

Our most successful events thrive in a cocktail setting, where the arrangement of tables is purposefully non-uniform. We thoughtfully place high-tops, uniquely shaped tables, sofas, and coffee tables to maximize space, allowing guests to freely walk around, mingle, and interact with our chefs during food service. This layout also creates a dedicated dance floor, perfect for dancing between courses.

Food Service

Our events are centered around a dynamic food experience, with a focus on heavy appetizers and interactive stations. The

kitchen counter becomes the heart of the evening, where our chefs artistically prepare dishes on a stunning 30-foot marble countertop—an experience that feels almost magical.

Additional courses are served throughout the night as passed plates, along with large-format stations where guests can watch our chefs at work. As for the dessert, it's a spectacle in itself—but we'll keep the details a delightful surprise.

Beverages

We typically set up a satellite bar dedicated to wine service, while cocktails and spirits are individually crafted and served from our full bar. Sparkling and mineral water are available at a self-service station, ensuring guests stay refreshed throughout the evening.





THE LOUNGE

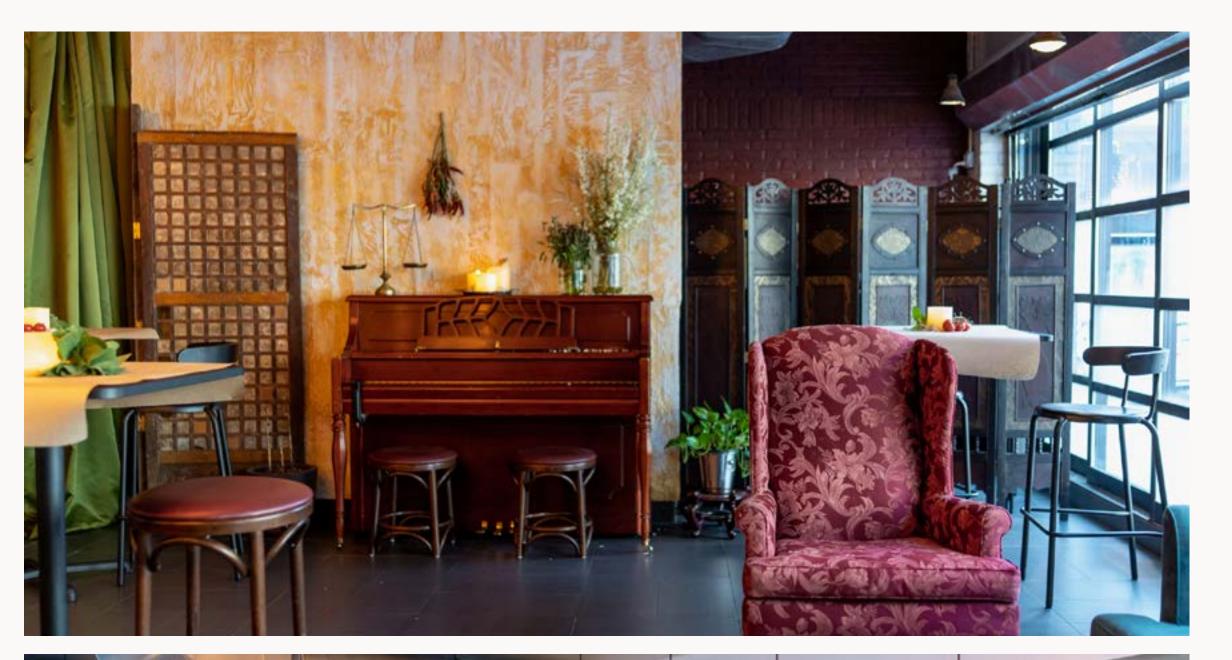
Any day of the week

The Lounge, nestled within the same venue yet distinct from the main dining room, offers a versatile setting ideal for creating intimate, scaled-down versions of our Main Dining Room events, perfectly suited for smaller groups.

This space features an elegant L-shaped marble bar with 14 seats, complemented by a mix of high-tops, low tables, and cozy sofas with coffee tables. The furniture arrangement is fully adjustable to accommodate your guest count and event style, giving you complete control over the layout, whether you prefer a cocktail-style gathering or a fully seated experience.

The Lounge also boasts its own dedicated sound system and customizable lighting, allowing us to tailor the ambiance precisely to your vision, ensuring a flawless atmosphere for your event.

To better visualize the space, please view this <u>complete venue</u> walkthrough; the Lounge is shown at 00:35 minutes..







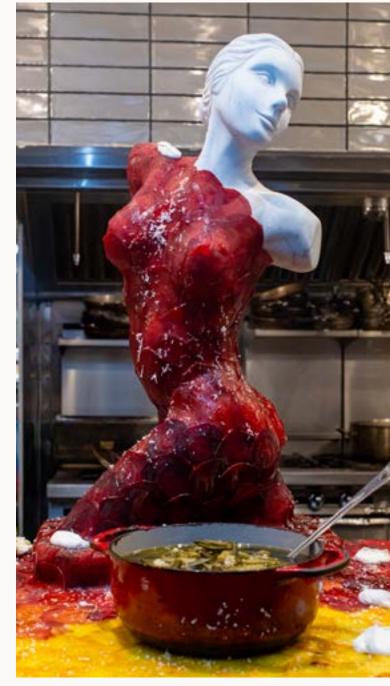
FULL VENUE BUYOUT

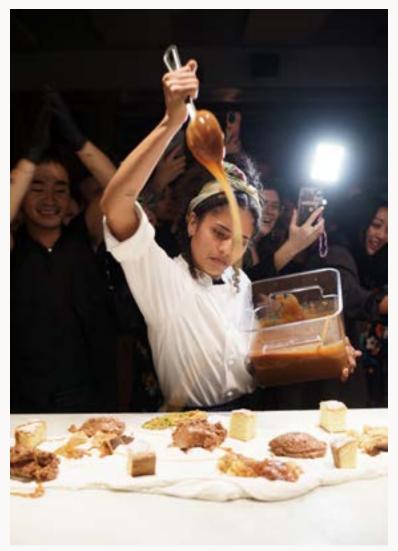
Any day of the week

For full venue buyouts, we seamlessly merge The Lounge and Main Dining Room, with the main doors remaining wide open to allow guests to flow effortlessly between the restaurant, the lobby area, and The Lounge.

We often kick off the evening with a cocktail reception in The Lounge before guiding guests into the Main Dining Room. This coordinated entrance creates an unforgettable "WOW" moment as the group enters together, experiencing the stunning artistic food display in unison rather than guests arriving individually.

The music can be synchronized across both spaces to maintain a cohesive ambiance, or we can curate a different vibe in The Lounge, offering a more tranquil retreat. This setup provides guests with the option to unwind in The Lounge if the Main Dining Room becomes too lively, ensuring a comfortable and versatile experience for everyone.

















EVENT PRICING

Our event pricing is based on the following customizable parameters, tailored to suit your specific needs:

- . Room Rental Fee
- Food Accommodation
- . Beverage Package
- . Add-On Services
- Tax, Service Charges, and Fees

Curious about the final cost of your event?

Reach out to us at events@hasalonnyc.com for a personalized quote. There's no obligation, and it's completely free of charge.





ROOM RENTAL

The room rental fee covers the exclusive use of our event space for the evening, with pricing varying based on the day of the week and event duration.

HaSalon is open for standard service only three days a week, from Thursday to Saturday. Therefore, the pricing structure for weekend buyouts is higher to account for the impact of closing reservations in the restaurant, which we forego to facilitate such events.

This fee includes front-of-house staffing, back-of-house labor, and essential equipment, such as furniture and sound systems, along with setup, breakdown, utilities, and standard cleaning services to ensure a seamless event experience.

SUNDAY - WEDNESDAY				
THE LOUNGE	52000	\$500	\$400	\$300
MAIN DINING ROOM	66000	\$1,500	\$1,200	\$900
FULL VENUE BUYOUT \$	7,500	\$2,000	\$1,500	\$1,200
THURSDAY				
THE LOUNGE \$	1,500	\$300	\$200	\$100
MAIN DINING ROOM \$1	10,000	\$2,000	\$1,500	\$1,000
FULL VENUE BUYOUT \$	12,000	\$2,500	\$2,000	\$1,500
FRIDAY - SATURDAY				
THE LOUNGE	52000	\$300	\$200	\$100
MAIN DINING ROOM \$	15,000	\$3,000	\$2,000	\$1,000
FULL VENUE BUYOUT \$	18,000	\$4,000	\$3,000	\$2,000



FOOD ACCOMMODATION

The food accommodation cost is fixed per guest and remains consistent across all days. Additional guests beyond the minimum required will be offered at a discounted rate, which is structured according to specific headcount tiers.

Please note that the discounted rate applies only to guests added beyond the minimum, not to the total headcount. Prices are shown Per Person.

TIER A Light Reception	 Buffet appetizer display (veggies & protein) Two passed-around items (pasta, veggies) 	75-100 guests : \$100 101-150 guests: \$90 above 150 guests: \$80
TIER B Full Dinner	 Buffet appetizer display (veggies & protein) Two passed-around items (pasta/veggies/protein) Two show stations (pasta/veggies/protein) 	75-100 guests : \$195 101-150 guests: \$175 above 150 guests: \$150
	· Mini dessert bar	
TIER C HaSalon Experience	 Buffet appetizer display (veggies & protein) Four passed-around items (pasta/veggies/protein) Four show stations (pasta/veggies/protein) HaSalon signature dessert bar 	75-100 guests : \$250 101-150 guests: \$225 above 150 guests: \$200



BEVERAGE PACKAGES

- Our beverage packages are priced per guest and remain consistent across all event days.
- We carefully select wines to enhance and complement the food, ensuring a harmonious dining experience without overwhelming the palate.
- Each higher package includes all offerings from the previous tier plus the upgrades detailed below.
- Please note that the pricing is based on the final confirmed guest count. All adult guests must be included in the package fare, as partial offerings are unavailable.
- Prices are shown Per Person.

	Three hours event	4th hour	5th hour	6th hour
TIER I Wine Package Red & White Burgundy Wine	\$75	\$20	\$15	\$10
TIER 2 Standard Bar Wine and Mixed Drinks with Basic liquors	\$105	\$30	\$25	\$10
TIER 3 Premium Bar Wine and Mixed Drinks with Premium liquors	\$130	\$35	\$30	\$25
TIER 4 Top-Shelf Bar Wine, House Cocktails, Mixed Drinks with Top-Shelf liquors	\$160	\$45	\$40	\$40



EVENT ADD-ONS

Our event add-ons are optional and priced at a fixed rate per booking. These components offer flexibility, allowing you to tailor your event to suit your specific needs and preferences.

	Three hours event	4th hour	5th hour	6th hour
HaSalon house DJ	\$750	\$200	\$150	\$100
RECEPTION HOST Check-in statio	on \$200	\$60	\$50	\$40
SECURITY Unarmed	\$250	\$80	\$75	\$70
SECURITY Armed	\$400	\$120	\$100	\$80
COAT CHECK	\$200	\$60	\$50	\$40
RESTROOM ATTENDANT	\$150	\$40	\$30	\$20

ADDITIONAL FEES

HaSalon charges the following mandatory fees on all events booked:

• Service Charge: 20% of the Food & Beverage tiers (including gratuity)

. NY State Sales Tax: 8.875%

. Administration Fee: 4%

Credit Card Processing Fee: 3.5%
 (This fee can be waived with payments made via wire transfer, ACH, or check)

For a personalized quote based on your event needs and parameters, please contact us at events@hasalonnyc.com.

There are no commitments, and the quote is free of charge.

Ask us about our recommended vendors for AV equipment, photographers, videographers, florists, mentalists, photo booths, and more!



"In the end, it's focused on warmth, to touch people and make them much happier with our food than they were before they met us," says Segal. "That's our real passion.

And we're working so hard for that."

See you soon!



PHOTO BY: ERAN BE'ERI