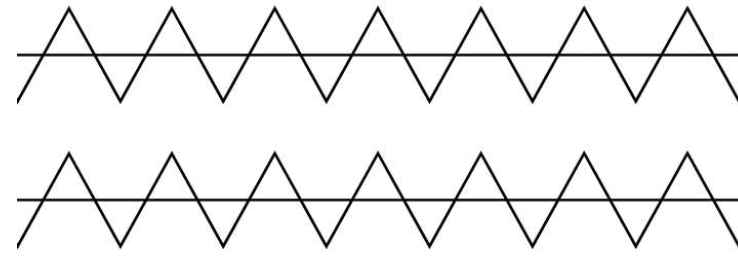


EVENTS DECK



K E T C H Y
S H U B Y

OUR VIBRATION IS LOVE



The details

Ketchy Shuby is an inviting, sensorial experience. The idea of community is woven into every facet and detail, each coming together harmoniously; thoughtful design, carefully selected music, and the iridescent glow of warm lighting that emulates the beauty of a setting sun.

The roots of nature envelop and embrace every corner of the space. Guests are invited to sit under a handcrafted tree with live bark, a canopy, and outstretched branches; a peaceful sanctuary without leaving the lively ambiance of Soho, New York City.

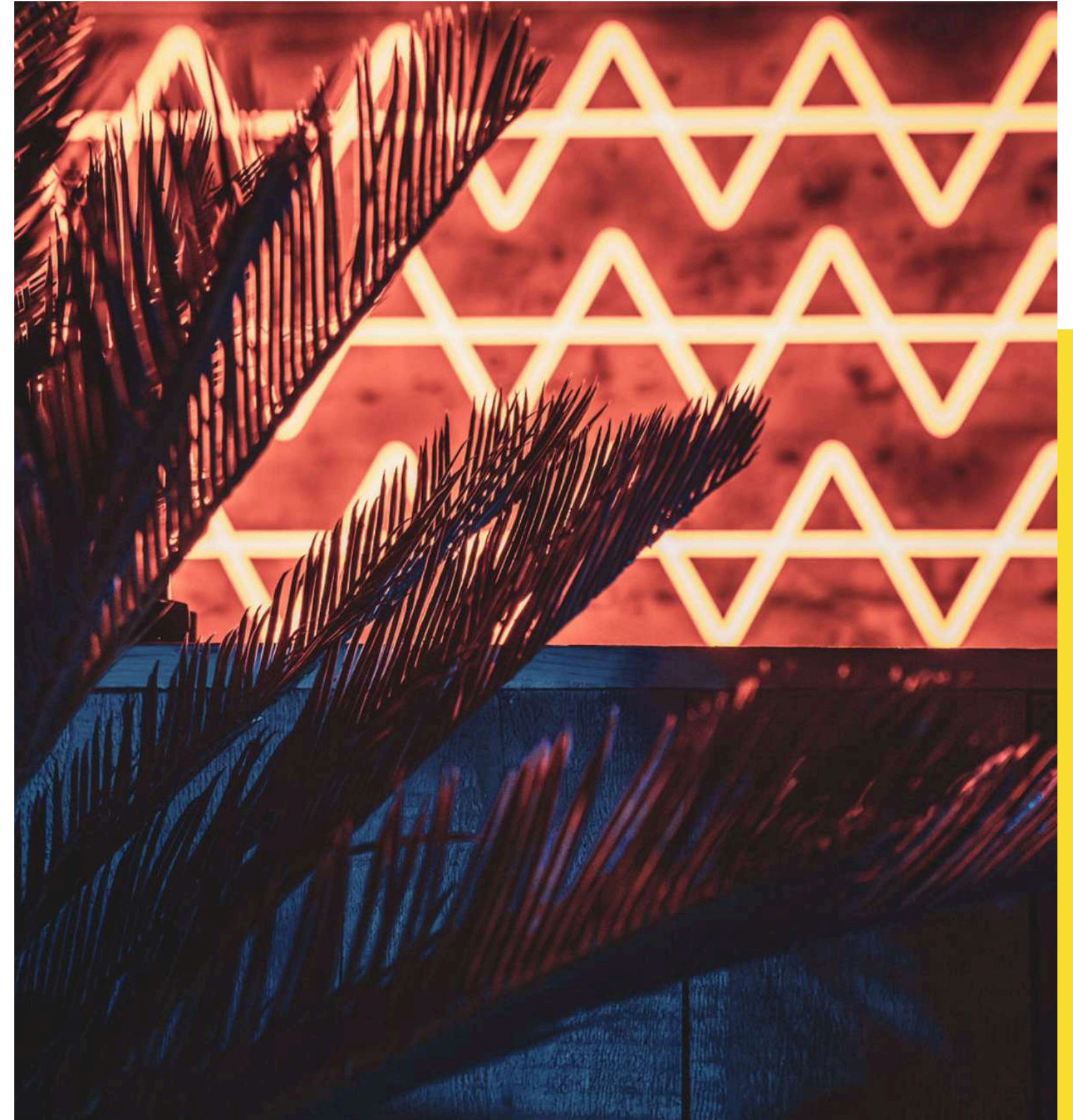
Address

406 Broome Street

NY 10012

P: 212.256.0715

E: events@ketchyshubynyc.com



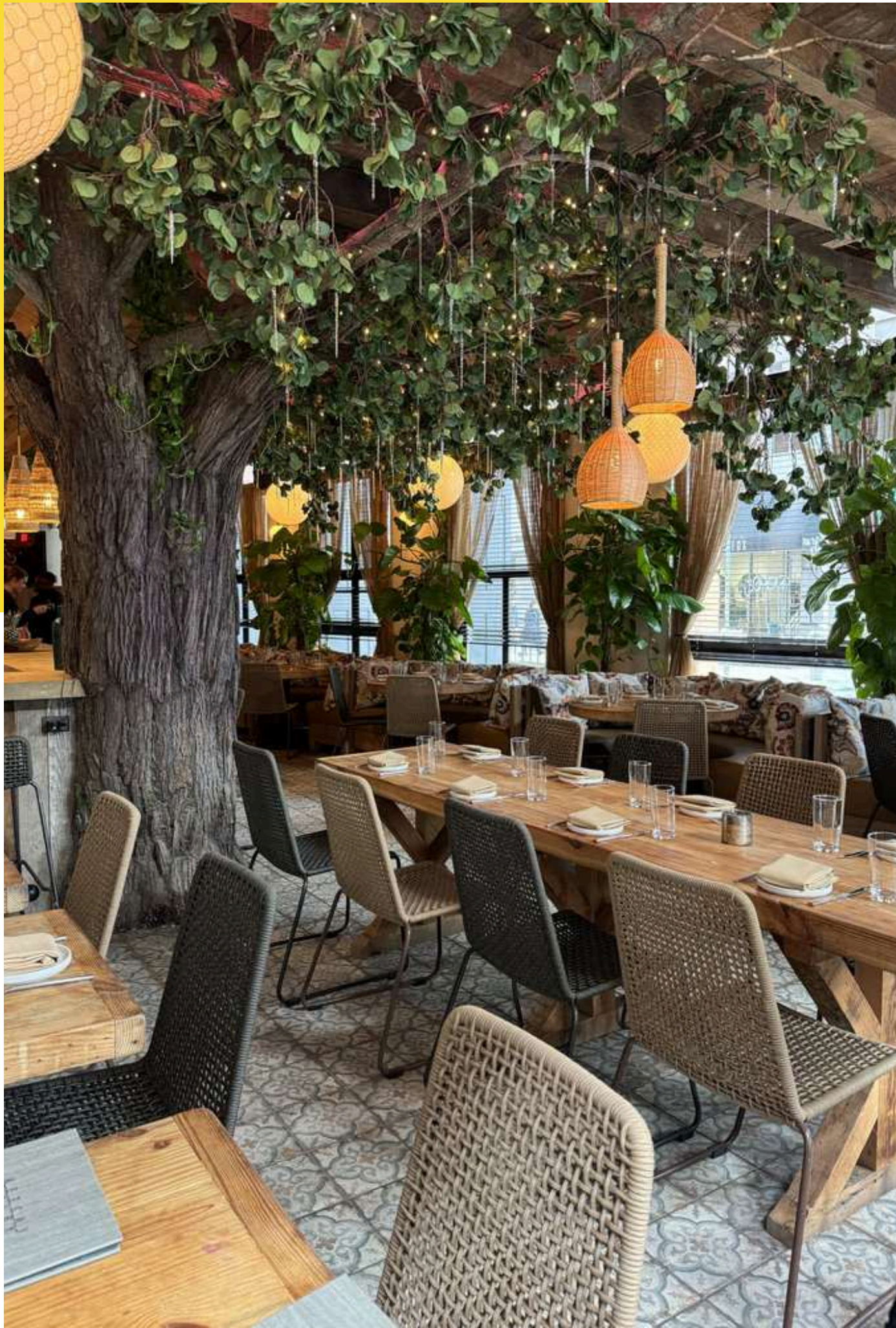


The “Ketchy” Vibes



A photograph of a dining room with round tables, a bar, and large plants. The room is filled with greenery, including large monstera plants and hanging vines. The tables are set with glassware and napkins. The bar area features a wooden counter and several stools. The lighting is warm and ambient, with spherical pendant lights and woven lampshades. The overall atmosphere is cozy and rustic.

The Dining Room



The dining room



The main dining room of Ketchy Shuby, with its rustic and inviting entry way, offers an ideal setting for a private event.

The space was designed with sustainability and nature in mind. It boasts high ceilings, large windows, and an open-concept design to promote fluidity and flow.

The venue lends itself perfectly to events of every shape and size.

CAPACITY

90 Seated

140 Standing



New American Cuisine

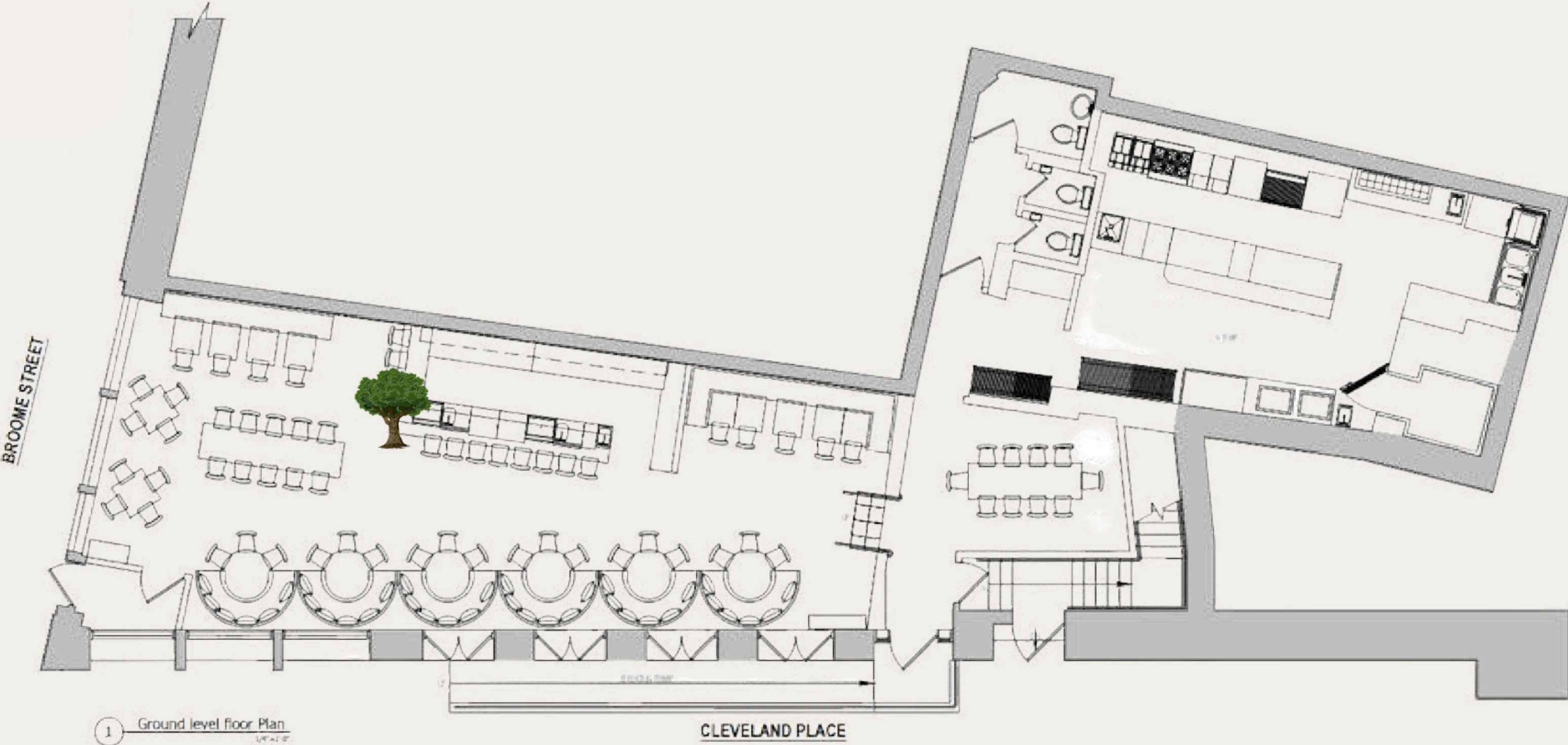
Under the direction of Culinary Director Sean Olwich, our team draws on their diverse backgrounds, global travels, and individual inspirations to craft innovative dishes that burst with vibrant flavors and defy traditional categorization.

At Ketchy Shuby, we celebrate culinary creativity and strive to create a memorable dining experience for every guest.





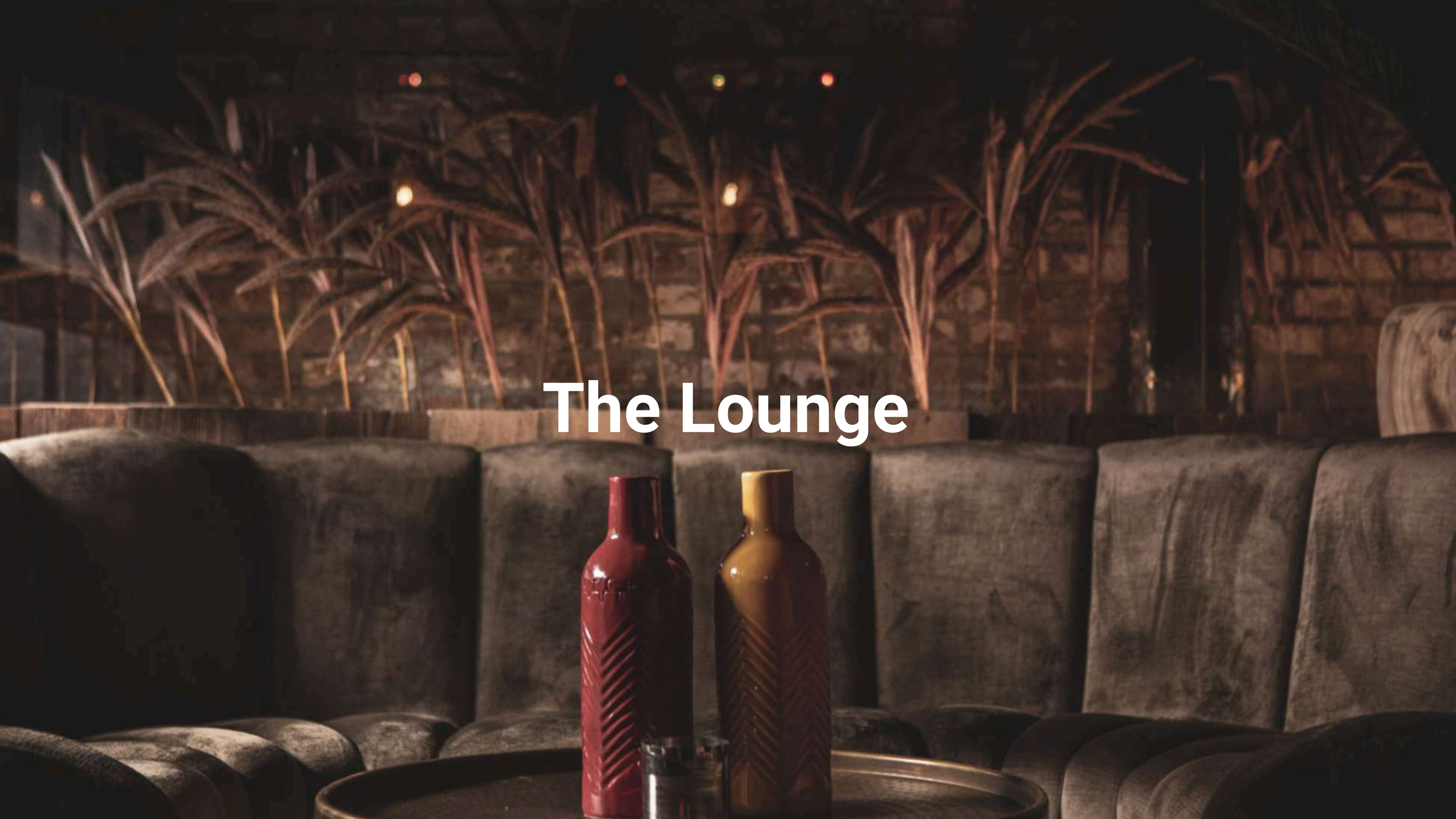
Floorplan



1 Ground level floor Plan

CLEVELAND PLACE

The Lounge



The lounge



Our Lounge features an impressive 24-foot bar and a state-of-the-art sound system. With plush, built-in banquettes, the space encourages socializing amongst guests. The ambiance is warm and inviting, creating the perfect backdrop to host your private event.

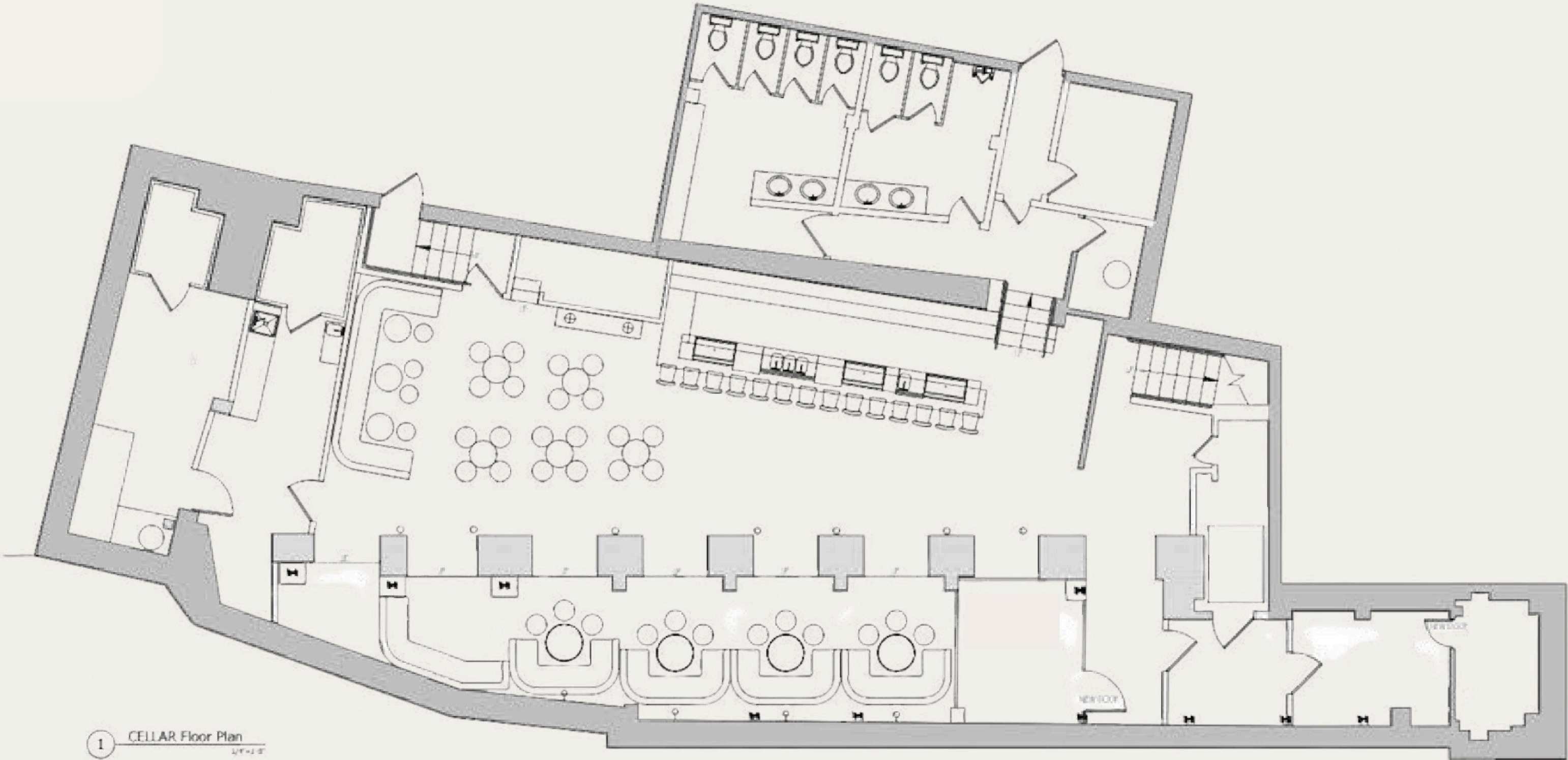
CAPACITY

140 Standing





Floorplan

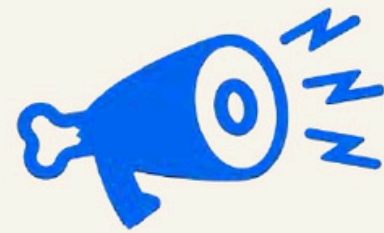


1 CELLAR Floor Plan
1/4" = 1'-0"

As Seen in...

WWD

Jamie Mulholland, perhaps best known for opening Montauk's The Surf Lodge, is opening a new restaurant and lounge in time for New York Fashion Week. Ketchy Shuby will open on Sept. 7 in SoHo, and features a menu of "upscale New American" dishes led by chef Sean Olnowich.



If you don't know the name Jamie Mulholland, you actually probably do. He opened the infamous Montauk restaurant Surf Lodge, and now he's opening Ketchy Shuby, a "Hospitality Experience" in Soho. Apparently when you walk into Ketchy Shuby, you can't explain it, you just feel it. So, maybe we'll see you there, feeling it. If it's anything like Surf Lodge, you're bound to see an influencer.

EATER

Soho: Ketchy Shuby, a 7,000 square foot , bi-level restaurant that opened this week, comes from Jamie Mulholland, co-founder of Montauk hot spot, the Surf Lodge. The menu is half vegetarian dishes, while the other half "is anchored in modern classics," per a representative.
406 Broome Street, at Cleveland Place

As Seen in...

The New York Times

A marathon waiting period for the liquor license has reached the finish line, and Jamie Mulholland — the founder of Mulholland Leisure, and a founder of the Surf Lodge in Montauk, N.Y., which he is no longer involved with — is ready to open his clubby new SoHo spot. Mr. Mulholland took the name, which is Jamaican patois for catching the groove, from a Peter Tosh song; there are references to reggae in the décor. It comprises a plush downstairs lounge and a spacious main floor dining room done with rustic elegance. The menu, by the culinary director Sean Olnowich, is seasonal, featuring local ingredients.

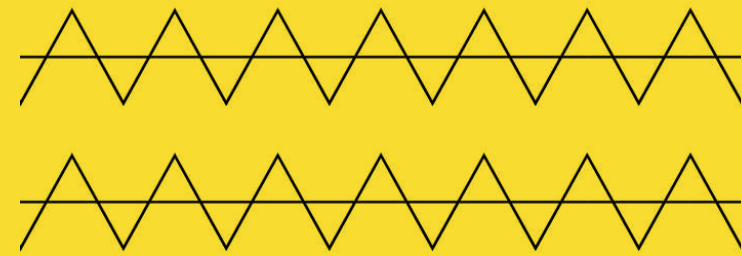
NEW YORK POST Page Six

NIGHTLIFE veteran **Jamie Mulholland** - who helped create Goldbar, Cain and Montauk's Surf Lodge - is back with another hot spot. Sources told us he's taking over the old Brinkley's space at 406 Broome St. with a restaurant and lounge. We're told the spot will be called Ketchy Shuby. "He's bringing together the vision and a very tight door policy," said the source. The menu will be by ex-La Madri chef **Sean Olnowich**.

Discover Ketchy Beach



K E T C H U B Y
S H U B Y



Location

406 Broome Street
New York, NY 10012

Contact

P: 212.256.0715
events@ketchyshubynyc.com

Get Social

@ketchyshuby.nyc



Other Creations



MULHOLLAND
LEISURE



C A I N
AT THE COVE
ATLANTIS

T H E S U R F L O D G E

Montauk