



For immediate release

**BEYOND Hospitality announces unforgettable culinary partnership with world-renowned Sexy Fish restaurant for the CONMEBOL Copa América USA 2024™ Final**

***Final to be hosted at the Hard Rock Stadium in Miami Gardens, Florida on July 14<sup>th</sup> 2024 at 20:00 hrs (ET).***

**Miami, Florida – July 11, 2024:** BEYOND Hospitality, the Official Hospitality partner of CONMEBOL Copa América USA 2024™, is thrilled to announce an exclusive partnership with the world-renowned Sexy Fish Miami. This collaboration promises hospitality guests of the flagship product, Insignia Lounge, an unparalleled culinary experience during the CONMEBOL Copa América USA 2024™ final match at The Hard Rock Stadium in Miami Gardens, Florida.

The BEYOND x Sexy Fish collaboration will dazzle Insignia Lounge guests with décor elements inspired by the distinctive Sexy Fish brand, live entertainment from a Sexy Fish DJ booth, bespoke cocktail offering and – of course – their signature flair will transform the evening’s menu. BEYOND’s guests will dine on delectable light bites crafted by Sexy Fish Executive Chef Douglas Santi, including Chilean sea bass with ramson miso and truffle butter, and O-toro and caviar maki.

Fans will experience Sexy Fish’s iconic cocktail menu, featuring the dark chocolate-infused Del Maguey Vida Mezcal, served with strawberry, grapefruit, yuzu and anise – the aptly named “Chocolate & Strawberry Juicy” – or the “Guava & Cream Cheese Luxurious”, a blend of Angel’s Envy bourbon, guava, vermouth, and mozzarella foam.

BEYOND Hospitality Executive Chairman Jaime Byrom comments: “We are thrilled to offer this exclusive partnership with Sexy Fish to our Official Hospitality guests in the Insignia Lounge. The final game is the culmination of an incredible tournament, showcasing the dedicated efforts of the CONMEBOL and BEYOND teams, host cities, stadiums, and innumerable professionals from the travel and sporting events industries. This unforgettable experience with Sexy Fish is the perfect way to celebrate the successful delivery of this illustrious tournament.”

Anthony Paulin, Director of Marketing, Sexy Fish Miami, adds: “We’re thrilled to partner with BEYOND Hospitality to bring the iconic Sexy Fish experience to CONMEBOL Copa América. This collaboration will elevate the already outstanding hospitality experiences on offer at the tournament.”

The Sexy Fish experience will be located in the Insignia Lounge, with service available before, during, and after the final match. There are a handful of coveted ticket-inclusive hospitality packages available for the Final, including for the five-star [Insignia Lounge](#). For other tier-products, more information, or to book, visit [www.copaamericahospitality.com](http://www.copaamericahospitality.com)

**For more, visit [www.copaamericahospitality.com](http://www.copaamericahospitality.com) or email [sales@beyond-hospitality.com](mailto:sales@beyond-hospitality.com).**



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Note to editors: High-resolution images and additional event details are available upon request.

#### **BEYOND Hospitality**

##### **We don't just deliver hospitality; we redefine it.**

BEYOND Hospitality Group was founded in 2023 by visionaries and veterans of sports hospitality, bringing together decades of expertise and a proven track record – to reimagine remarkable events. BEYOND is more than an implementation partner; we cover the full spectrum of hospitality program creation and curation for event-owners, starting with strategy through to the development of products and pricing, inventory management, sales, marketing, and more. Collectively, our services culminate in extraordinary sporting hospitality experiences across the globe, for end-customers and event-owners.

For more, visit [www.beyond-hospitality.com](http://www.beyond-hospitality.com) and [www.copaamericahospitality.com](http://www.copaamericahospitality.com).

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[LinkedIn: BEYOND Hospitality Group](https://www.linkedin.com/company/beyond-hospitality-group)

#### **About Sexy Fish**

Sexy Fish is a Japanese-inspired restaurant and bar concept famed for serving innovative drinks, sushi, sashimi, seafood, and meat cooked on a Robata grill. Having arrived in London's Mayfair in 2015, the restaurant is known globally for its creative approach to Japanese cuisine, late-night experience-led dining and award-winning bars.

A much-anticipated second site opened in Miami in 2022, followed by Manchester in 2023 and a Dubai opening due in late 2024. Boasting the world's largest Japanese whisky collection (Mayfair), own-label beer, wine and Champagne and a yearly-changing cocktail menu – Sexy Fish has won multiple awards, including the 'Excellence' Award (*Pinnacle Guide, 2024*), the *Forbes Tales of Cocktail 'International Best Restaurant Bar' Awards (2022)* and is currently N.92 on the 'Top 500 bars' awards list (2023).

Conceptualized by Caprice Holdings' Chairman, Richard Caring, with interiors designed by long-term collaborator Martin Brudnizki Design Studio, exclusive artworks by Damien Hirst, and bespoke fish lamps by internationally acclaimed Frank Gehry. Chef Director Bjoern Weissgerber serves the signature dishes such as Duck Salad, Smoked Tuna Belly, Black Cod, and King Crab and Bone Marrow, in addition to signature dishes exclusive to each location. The Sexy Fish look and feel is mid-century glamour and opulence, underpinned by genuine hospitality from start to finish.

#### **About the tournament: Rocking the Continent**

The CONMEBOL Copa América™ has incredible power, making everything move, emotions vibrate, and hearts soar. It makes flags wave, nets tremble, stands and stadiums shake. Its history makes the entire continent proud, and our football beats with united strength. This competition has the power to bring out the best version of what we are: football, history, joy, and passion. #VibraElContinente. Tickets for the CONMEBOL Copa America USA 2024™ final are available at

[www.copaamerica.com](http://www.copaamerica.com).

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