BM MOUNTAIN 360°

GASTRONOMÍA · EXPERIENCIAS · OBSERVATORIO

BARILOCHE

NATURALEZA
GASTRONOMÍA
EXPERIENCIAS
ESTRELLAS

UN DESTINO
PARA VIVIR
TODO EL DÍA



PB · MOUNTAIN MARKET

CAFÉ · CHOCOLATE · PRODUCTOS BM
EXPERIENCIAS · SALIDA A DECKS



P1 · RESTAURANT 360°

GASTRONOMÍA DE MONTAÑA
ÁRBOL BM · VISTAS ÚNICAS



P2 · SKY OBSERVATORY

FOGONES · LOUNGE & BAR
TELESCOPIOS · ESTRELLAS · COCKTAILS



TERRAZAS PANORÁMICAS

ATARDECERES · LAGO · MONTAÑAS
RINCONES ESPECIALES



EXPERIENCIAS NOCTURNA

OBSERVACIÓN · ASTROEVENT
UNA CONEXIÓN ÚNICA

BM MOUNTAIN 360 | BM WORLD | 1

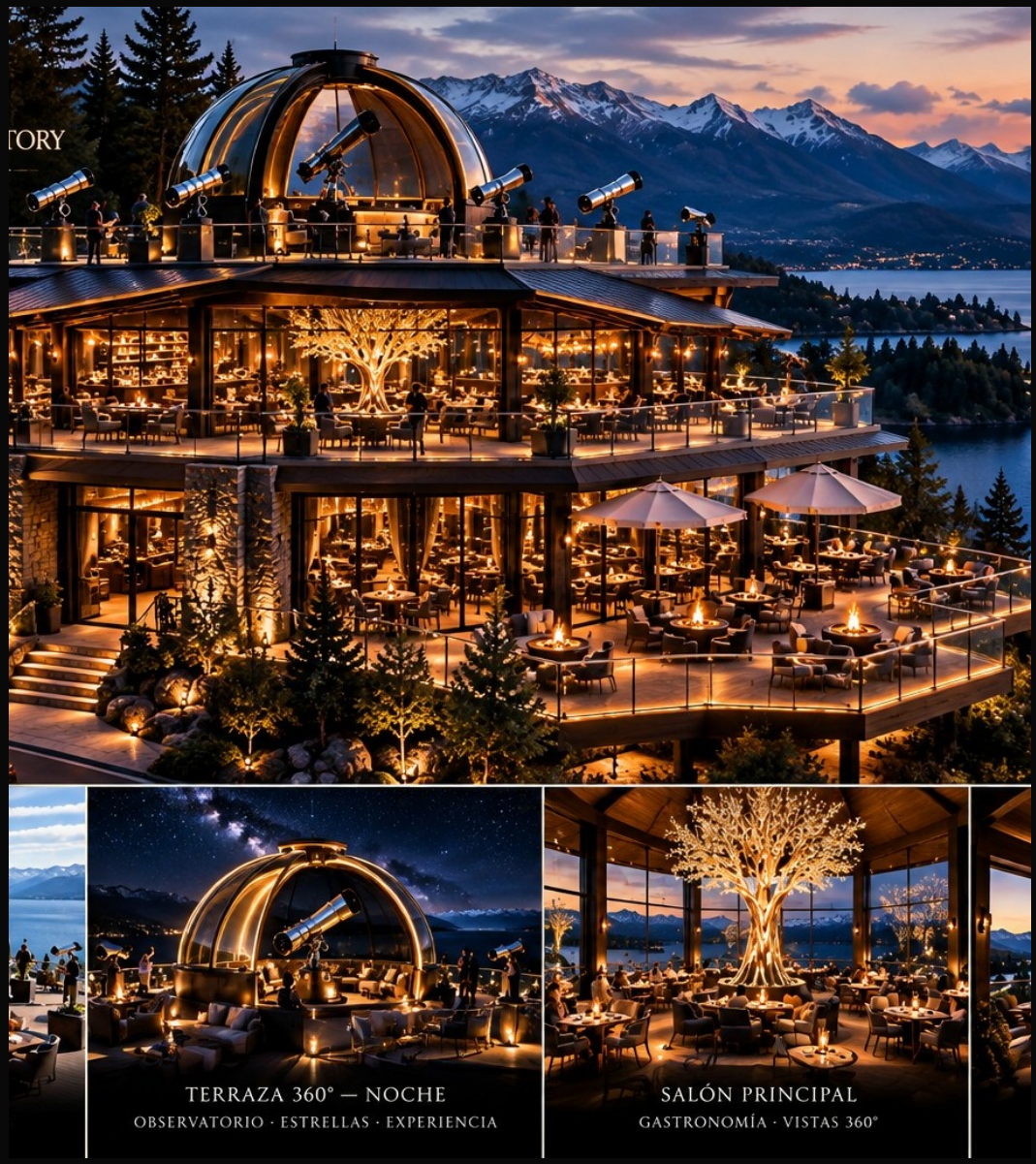
THE CONCEPT

A mountain destination that transforms from day to night.

BM MOUNTAIN 360 reinterprets the classic mountain lodge as a destination in itself: gastronomy, social spaces, panoramic decks, fire and a signature observatory.

Its identity is mountain-first: wood, stone, warm light and fireplaces. BM adds the memorable layer through the white-gold tree, curated experiences, iconic food concepts and astronomy.

It can work as a stand-alone attraction or as a destination anchor for mountain hotels, ski resorts, lake resorts and scenic developments.



THREE LEVELS - ONE DESTINATION

A clear commercial role for every level.

PB - MOUNTAIN MARKET

Arrival and discovery. Cafe & patisserie, BM Chocolateria with the Chocolate Cauldron, artisanal gelato, La Sopa de la Abuela, Shadow Burger, selected BM products, fireplace corners and access to exterior decks.

P1 - RESTAURANT 360

Panoramic mountain restaurant built around the luminous BM white-gold tree. Main dining, lounge, bar, fireplace zones, tables for couples/families/groups and a 360-degree sunset terrace.

P2 - SKY OBSERVATORY

Half covered and half open-air rooftop. Observatory dome, telescopes, lounge & bar, fire circles, cocktails, mountain viewing by day and stargazing experiences by night.

BM MOUNTAIN 360°

STRONOMÍA · EXPERIENCIAS · OBSERVATORIO

BARILOCHE

NTERIORES
N MUNDO
E EXPERIENCIAS

P1 · RESTAURANT 3

RESTAURANTE PANORÁMIC
GASTRONOMÍA DE MONTA
ÁRBOL BM CENTRAL
VISTAS ÚNICAS
TERRAZA 360°

· MOUNTAIN MARKET

FÉ · CHOCOLATE · PASTRIES
LADERÍA · PRODUCTOS BM
PERIENCIAS · SALIDA A DECKS



CHOCOLATERÍA BM

EL CALDERO DE CHOCMIATE
CHOCOLATES · POSTRES · EXPERIENCIAS



HELADERÍA BM

HELADOS ARTESANALES
SABORES DE MONTAÑA



LA SOPA DE LA ABUELA

SOPAS · GUISOS · PAN DE CAMPO
SABORES DE MONTAÑA



CAFÉ & PÂTISSERIE

CAFÉ PREMIUM · PASTRIES
TORTAS · DELICIAS · TÉ



SHADOW BURGE

HAMBURGUESAS GOURM
SABOR ÚNICO · EXPERIENCI

· SKY OBSERVATORY

SERVATORIO 360°
LESCOPIOS
UNGE & BAR
GONES
CKTAILS
PERIENCIAS NOCTURNAS



TERRAZAS PANORÁMICAS

FOGONES · LOUNGE
VISTAS 360° · ATARDECERES ÚNICOS



LOUNGE & BAR

COCKTAILS DE MONTAÑA
RINCONES ESPECIALES
EXPERIENCIAS · MÚSICA

SIGNATURE BM EXPERIENCES

The interior is a collection of memorable moments, not a generic food hall.

THE CHOCOLATE CAULDRON
A theatrical warm-chocolate centerpiece for desserts, dipping and signature products.

LA SOPA DE LA ABUELA
Soups, stews and country bread around a warm hearth - especially strong for winter.

CAFE & PATISSERIE
Premium coffee, cakes, pastries, afternoon tea and mountain sweets.

SHADOW BURGER
A darker, playful BM food identity with gourmet burgers and a recognizable visual language.

THE BM TREE
The luminous white-gold tree anchors the restaurant and becomes the central photo and meeting point.

FIRE + FRIENDS
Fire pits, fireplaces, lounge circles and group seating create reasons to stay beyond the meal.

FROM LANDSCAPE TO STARS

One mountain destination. Three moments.

DAY

Coffee, chocolate and mountain cuisine.
Panoramic decks, lake and mountain views.
Telescopes and family experiences.

SUNSET

Restaurant 360°, lounge and cocktails.
Fireplaces, BM Tree and warm lighting.
A social place to stay for the sunset.

NIGHT

360° observatory and stargazing.
Fire circles, lounge, music and Shadow Burger.
A second experience after dark.



ONE PLACE. DIFFERENT REASONS TO RETURN.

BM MOUNTAIN 360° is designed to change with the hour:
landscape and gastronomy by day, fire and sunset in the evening,
and stars, observatory and intimate experiences at night.

BM MOUNTAIN 360° | BARILOCHE

A REPLICABLE MOUNTAIN CONCEPT

Bariloche is the first visual application.
The BM MOUNTAIN 360° system can adapt to other mountain hotels and destinations.

IDEAL LOCATIONS

- Mountain hotels
- Ski resorts
- Lake resorts
- Scenic viewpoints
- Premium tourism developments

BM CONTRIBUTES

- Original IP & concept
- Creative direction & experience design
- F&B + retail concepts
- Commercial model & brand licensing
- Day / night programming

LOCAL PARTNER CONTRIBUTES

- Location or land
- Investment
- Technical development & construction
- Permits, staffing & local operation

NOT JUST A RESTAURANT. A DESTINATION.

A reason to stay longer, return at night,
and discover the mountain in a different way.

bmworld.global





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EL CALDERO DE CHOCOLATE
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