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FONTAINEBLEAU MIAMI BEACH GIVES SOUTH FLORIDA DINING SCENE AN UNPARALLELED COLLECTION OF CULINARY EXPERIENCES

Acclaimed chefs and restaurants take center stage at iconic Miami Beach hotel

Miami Beach, Fla. – Fontainebleau Miami Beach revitalized the South Florida culinary scene when it reopened November 2008, following a \$1 billion renovation and expansion. Featuring nine dining destinations on 20 oceanfront acres in the heart of Miami Beach, the iconic hotel presents an incomparable collection of dining experiences including its three signature restaurants – **Hakkasan**, **Scarpetta** by Chef Scott Conant and StripSteak by Michael Mina.

Fontainebleau Miami Beach offers diverse culinary concepts of varying style and cuisine, each showcasing fresh, innovative flavors in warm, engaging environments created by renowned designers including David Collins, David Mexico Design Group, AvroKO, Bishop Pass, and French firm Gilles & Boissier. Fontainebleau Miami Beach provides an ideal setting for all guests and visitors whether seeking sophisticated five-star cuisine or light, on-the-go fare.

**Thomas Connell, Vice President of Culinary, Food & Beverage
Fontainebleau Miami Beach**

Overseeing the hotel's culinary program is Vice President of Culinary Thomas Connell, a 19-year Ritz-Carlton alumnus who opened properties throughout the world in destinations such as Bali, Shanghai, Tenerife, Palm Beach, Hong Kong and Singapore. Connell served as the Executive Chef for the Ritz-Carlton, Hotel Arts in Barcelona, Spain before moving back to the United States where he most recently served as Executive Chef of the Ritz-Carlton South Beach in Miami.

"Fontainebleau Miami Beach has long been regarded as a celebrated destination with world-class dining and entertainment, and it is very exciting to oversee such an innovative and diverse culinary program at this legendary hotel," said Connell.

Fontainebleau Miami Beach allows guests to create their own culinary excursion throughout the property with an array of innovative dining options. Among these destinations is **La Côte**, an open-air restaurant and lounge infused with the flavor of the French Riviera and the Mediterranean, and **Vida**, an American brasserie featuring classics mixed with modern favorites.

Hakkasan

Hakkasan, praised for single-handedly changing the face of Chinese cuisine within the United Kingdom, made its stateside debut at Fontainebleau Miami Beach in April 2009. The AAA Four Diamond award-winning restaurant and recipient of Zagat's Top Newcomer in South Florida's 2010 survey, offers diners a diverse menu of modern Chinese cuisine with a wide array of wines, sake and cocktails.

Designed by French design firm Gilles & Boissier, this sleek and contemporary restaurant is located atop the fourth floor and affords guests stunning views of the beach. The name "Hakkasan" pays homage to the 'Hakka' people from the New Territories of Hong Kong while 'san' is the respectful Japanese form of address. Although Hakkasan is rooted in the culinary traditions of China, the restaurant's philosophy and cuisine are not chained by convention.

Scarpetta by Scott Conant

Food Network celebrity chef Scott Conant, known for 2002 James Beard Foundation's Best New Restaurant recipient L'Impero and New York City's original Scarpetta, is at the helm of Scarpetta, the signature Italian restaurant at Fontainebleau. An Italian expression that means "little shoe" – or the shape bread takes when used to soak up a dish – Scarpetta represents the pure pleasure of savoring a meal down to its very last taste. Scarpetta at Fontainebleau is also a recipient of the AAA Four Diamond Award.

Overlooking the hotel's poolscape, the restaurant, designed by DC Studios USA LLC is part of the David Collins Studio Group, features ocean and poolside views, a glass-enclosed veranda as well as casual dining areas and a cocktail lounge. A light, airy and sophisticated interior displays a refined nautical palette, with elements that reference mid-century Italian design. Floor to ceiling columns, reminiscent of coral or weatherworn driftwood, line the windows adding an organic, sculptural element.

The restaurant's bold architectural features highlight Conant's seasonally inspired Italian fare comprised of farm-fresh ingredients and clean, earthy flavors that pay homage to his heritage and time spent in Italy. Known for coaxing the most sublime flavors out of the simplest ingredients, Conant has created a satisfying and soulful meal that encourages guests to pick up a piece of bread and clear their plates.

StripSteak by Michael Mina

Critically acclaimed Chef Michael Mina brings a dynamic dining and bar scene with the second outpost of his award winning Las Vegas restaurant, StripSteak. The restaurant offers hotel guests and locals alike an adventurous steakhouse dining experience including a la carte cuts of steak as well as signature specials that go far beyond traditional steakhouse fare. The vast menu is overflowing with options including standout appetizers like peekytoe crab cakes and ricotta cavatelli. Entrée selections include Colorado lamb rack; an A5 striploin and A4 rib eye, both from the Miyazaki prefecture (region) of Japan, served in 5 oz. portions (MP) perfectly paired with a signature side item, such as bacon mac & cheese and creamed corn. The restaurant's raw bar includes selections sourced locally through BleauFish – the hotel's innovative ocean-to-table live catch program.

Designed by design firm Bishop Pass, the two-story indoor-outdoor venue evokes a rich, stylish tone with design details and several convivial cocktail bars along with a beautifully appointed, bamboo-enclosed poolside patio.

Pizza & Burger by Michael Mina

The unique concept from award-winning chef and restaurateur Michael Mina, Pizza & Burger, is an affordable and approachable concept inspired by the chef's own backyard kitchen. Whether it's a friendly get-together, family dinner or after-work libations and bites, Pizza & Burger is the perfect spot to kickback and relax. Tables are adorned with games, a lively atmosphere and upbeat music, making guests feel like they are at a casual backyard bash with a menu to match the vibe. The menu is comprised of made from scratch, farm-fresh, multi-ingredient pizzas, burgers and large plates. Diners can also design their own salads from a checklist of fresh ingredients and choose from an array of crave-able snacks.

The casual eatery offers social hour daily from 5pm – 7pm where imbibers can indulge in discounted craft cocktails, beer and wine. Stellar cocktails include both classic and specialty recipes including Old Fashioneds, Manhattans and Martinis as well as innovative punches on tap, bottled cocktails and unique crafted libations.

La Côte

Inspired by the Côte d'Azur, La Côte – a chic, two-level, open-air restaurant – offers guests a Mediterranean menu that celebrates the joie de vivre and flavorful cuisine of the South of France as well as a lively bar with fashionable cocktails and tapas-style snacks.

The poolside restaurant's relaxed environment serves simple, accessible fare to those looking to dine casually and in style and offers panoramic views of the Atlantic Ocean on the second level. Menu highlights include garlic shrimp, salads, and grilled vegetable platters, flat breads as well as char-grilled seafood and meats, all complemented by refreshing cocktails.

BleauFish Ocean To Table

Taking freshness to a new level, Fontainebleau Miami Beach has launched **BleauFish Ocean To Table** – the hotel's live catch, ocean-to-table seafood program, featuring fishing operations exclusive to the resort and delivering fresh catches daily, including fish, lobster and Florida stone crab claws. The boat, fittingly called *BleauFish* provides an astonishing 500 pounds of fresh seafood for the hotel's restaurants to use daily. Much of it transported live to "Water World," an extraordinary 2,000 gallon collection of salt water tanks housed in the basement of the hotel's impressive back-of-house food and beverage operations. Designed and built by For Lauderdale-based Living Color Aquariums, "Water World" features separate gallons, each calibrated temperature-wise to that tank's bounty. Florida spiny lobsters do best at 70 degrees; Maine lobsters at a chillier 50 degrees. Additional daily catches vary depending on availability and season.

Chez Bon Bon

Paying homage to its rich history, Fontainebleau Miami Beach has reinvented the hotel's original coffee and patisserie shop, Chez Bon Bon. Offering a complete sensory experience, including live-action stations where guests can watch, smell and taste confectionary magic, purchase grab-and-go savory selections, patisseries and custom-order cakes. With the opportunity to experience the glamour of the golden era through pastry and a casual, chic ambiance, guests can enjoy an indulgent menu of assorted sweet and savory dishes. The shop offers gourmet chocolates, delectable specialty cakes, pastries, gelatos, cupcakes, light bites and quick lunch items among the alluring blends provided by Los Angeles coffee house, Lamill. Visitors can immerse themselves into the iconic hotel's unique flavor through "Black Velvet," the signature house coffee roast. All of Chez Bon Bon's offerings are blended, designed and crafted in the chocolate shop of the hotel's

impressive heart-of-house food and beverage operations led by Executive Pastry Chef, Brielle Fratellone.

Drawing from European inspiration, renowned architect, David Mexico incorporates a warm and inviting style while evoking a contemporary feel that complements the hotel's lobby and retail area. The design touts the hotel's history and glamour of the 1950's with modern day elegance and style. Packaged retail goods available in-store demonstrates equal style with chic wrapping and branding designed by branding guru, Peter Arnell.

Vida

Vida features contemporary American cuisine. The restaurant caters to guests whether seeking a casual meal or a more social dining experience, serving breakfast and lunch daily. Early risers can enjoy a traditional breakfast or indulge in a full morning buffet featuring omelets to order, pastries, St. James smoked salmon, waffles, pancakes, applewood smoked bacon, "freshly cracked" farmed eggs and much more. For lunch, enjoy fresh salads, classic sandwiches and composed entrees include Rotisserie Half Chicken, Pan Seared Salmon, Char-grilled Beef Churrasco and Penne Pomodoro.

Blade Sushi

Sharing the space with the American brasserie Vida, Blade Sushi is available for lunch and dinner serving imaginative specialty rolls with flavor combinations that surprise and delight. Blade's menu consists of traditional Asian flavors with creative takes on classic rolls, as well as tartares and carpaccio's. All dishes are prepared by three skilled sushi chefs who have trained with top sushi masters such as Nobu Matsuhisa and Morimoto.

Experience Blade's extensive sushi menu at the bar or tableside, featuring dishes of the freshest fish, vegetables and tempura. Premium cocktails and sake complement the exquisite plates.

Fresh

Located at the entrance to the pool, Fresh offers guests a selection of snacks and simple cuisine, ideal for the guest on the go. Snack menu highlights include hot and cold coffee beverages, juices and freshly prepared gelato. For more substantial appetites, Fresh serves a selection of salads, hot and cold sandwiches and burgers. Creative and unique packaging allows guests to easily take food to the pool or back to their rooms.

Bleau Bar

Located in the lobby of Fontainebleau Miami Beach, Bleau Bar is the hotel's go-to hotspot for creative cocktails served in a lively setting. Guests can sip on expertly crafted cocktails as they people watch in Fontainebleau's iconic Chateau lobby.

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About Fontainebleau Miami Beach

A spectacular blend of Golden Era glamour and modern luxury, Fontainebleau Miami Beach merges striking design, contemporary art, music, fashion and history into a vibrant guest experience. A revered landmark and symbol of style and sophistication since its opening in 1954, Fontainebleau Miami Beach boasts 1,504 guestrooms and suites appointed with lavish amenities; the world-renowned LIV™ Nightclub, 12 restaurants and lounges including two restaurants from Chef Michael Mina – StripSteak and Pizza & Burger; two AAA Four Diamond signature restaurants, Scarpetta by Scott Conant and Hakkasan; the 40,000-square-foot Lapis

spa with mineral-rich water therapies and invigorating treatments; a dramatic oceanfront pool-scape offering lush cabanas; and is home to BleuLive, the innovative concert series that combines intimate performances with memorable weekend escapes.

For general information or accommodations at Fontainebleau Miami Beach, visit www.fontainebleau.com