



CULINAIRE

Distinctive Dining & Hospitality Management

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Business Communiqué
from the desk of **Bill Thompson**

Celebrity Chef Partnerships Our recipe for success.

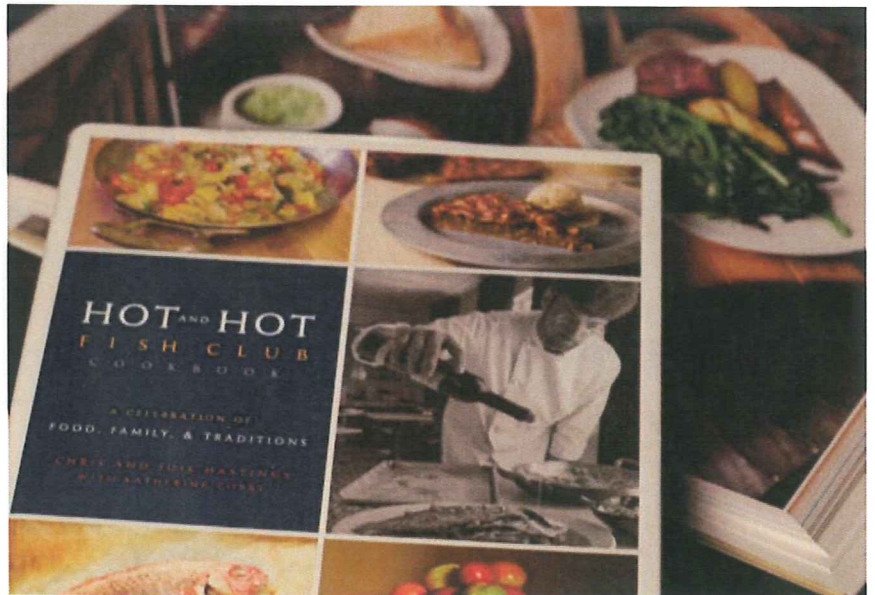


2012 James Beard Award Winning Chef Chris Hastings

Continuing our strategy of partnering with celebrated chefs to stimulate interest, trial, and loyalty in our restaurant ventures, we have teamed up with Chef Chris Hastings to create a restaurant concept that will emerge as the premier dining destination in Tuscaloosa, AL.

Chef Hastings, whose Hot and Hot Fish Club dominates the food scene in Birmingham, has been a multiple nominee for the Best Chef category of the James Beard Award, and won in 2012. He also competed in an episode of Iron Chef where he completely slayed Bobby Flay.

Culinaire is working with Memphis-based Wilson Hotel Management Company on the Tuscaloosa hotel project which will operate under an Embassy Suites flag. The location on University Avenue at perhaps the prime corner downtown is easily accessible, centrally located, and convenient to University of Alabama students, faculty, administration and visitors, as well as the downtown lunch crowd and concert goers at the nearby Tuscaloosa Amphitheater. The restaurant will front the street and have its own entrance and patio.



Chef Hastings is the newest addition to our cadre of nationally prominent culinary partners which include Chef Tim McKee at Sea Change in Minneapolis, Todd Gray at Watershed in Washington, DC, and Ryan DePersio at NICO Kitchen + Bar in Newark.