



BY MICHAEL MINA

MEDIA CONTACT:

SUSAN HOSMER/KALEA DUNKLEMAN
BULLFROG & BAUM
HOSMER@BULLFROGANDBAUM.COM/
KALEA@BULLFROGANDBAUM.COM
323.651.1380

MICHAEL MINA AND SBE TO OPEN XIV ON SUNSET BOULEVARD

*CELEBRATED CHEF PARTNERS WITH HOSPITALITY LEADER TO CREATE
INNOVATIVE RESTAURANT CONCEPT AND DINING EXPERIENCE*

(LOS ANGELES, CA): THIS OCTOBER, ONE OF THE COUNTRY'S PREEMINENT CHEFS, MICHAEL MINA, WILL COLLABORATE WITH SBE TO DEBUT THE RESTAURANT XIV, AN INNOVATIVE EXPERIENCE IN DINING THAT PROMISES TO ADD AN EXCITING NEW DIMENSION TO THE LOS ANGELES CULINARY LANDSCAPE. LOCATED ON SUNSET BOULEVARD AND DESIGNED BY PHILIPPE STARCK TO EVOKE A EUROPEAN CHATEAU, XIV WILL FEATURE MINA'S MODERN AMERICAN CUISINE WITH A FLUID, CONVIVIAL ATMOSPHERE AND UNIQUE MENU STRUCTURE.

"MICHAEL MINA IS AN AMAZING CHEF AS WELL AS A LONGTIME FRIEND," SAID SBE CEO SAM NAZARIAN. "THE STARS HAVE TRULY ALIGNED TO INTEGRATE MICHAEL'S CULINARY CONCEPT WITH THE STUNNING DESIGN OF PHILIPPE STARCK AT THIS INCREDIBLE LOCATION ON SUNSET BOULEVARD. XIV WILL OFFER ANGELENOS THE CHANCE TO EXPERIENCE MINA'S MASTERFUL CRAFT RIGHT HERE IN LA."

THE COLLABORATION MARKS MICHAEL MINA'S RETURN TO LOS ANGELES AFTER A 20-YEAR ABSENCE: HE BEGAN HIS CAREER AS A PASTRY CHEF AT THE HOTEL BEL AIR. KNOWN FOR HIS MODERN APPROACH TO AMERICAN CUISINE, MINA HAS RECEIVED NUMEROUS HONORS INCLUDING THE COVETED BON APPÉTIT CHEF OF THE YEAR 2005, SAN FRANCISCO MAGAZINE CHEF OF THE YEAR 2005, AS WELL AS THE JAMES BEARD FOUNDATION BEST CALIFORNIA CHEF IN 2002 AND RISING STAR CHEF IN 1997. BELOVED FOR HIS Eponymous RESTAURANT IN SAN FRANCISCO, WHICH RECEIVED TWO STARS FROM THE MICHELIN GUIDE IN 2007, MINA HAS OPENED 14 CONCEPT RESTAURANTS THROUGHOUT THE COUNTRY INCLUDING STONEHILL TAVERN AT MONARCH BEACH, WHICH RECEIVED A THREE-STAR REVIEW FROM THE LOS ANGELES TIMES AND WAS VOTED ONE OF THE TOP 10 BEST NEW RESTAURANTS BY ZAGAT IN 2008.

XIV'S MENU WILL BE BASED ON INDIVIDUAL PORTIONS, ALLOWING GUESTS TO CREATE THEIR IDEA OF THE ULTIMATE TASTING MENU. ENTIRE PARTIES WILL MAKE THEIR MENU SELECTIONS, WHICH WILL BE SERVED

TO THE TABLE IN AN INFORMAL, UN-COURSED AND INDIVIDUALLY PLATED MANNER. THIS STYLE OF SERVICE ALLOWS GUESTS TO SHARE THE SAME DINING EXPERIENCE WITHOUT THE DISRUPTION OF SPLITTING PLATES AND DIVIDING DISHES. ARRANGED INTO THE CATEGORIES OF SHELLFISH, GARDEN VEGETABLES, FISH, POULTRY & LIGHT MEATS, MEAT & GAME, CHEESE, AND CHOCOLATE, FRUITS & NUTS, ALL COURSES ARE PRICED AND SERVED PER PERSON BUT ORDERED AS A WHOLE. NO DINING EXPERIENCE WILL BE THE SAME AND COUNTLESS PERMUTATIONS ARE POSSIBLE.

HIGHLIGHTS FROM THE SHELLFISH MENU WILL INCLUDE CHILLED MAINE LOBSTER WITH POTATOES, CELERY, CHESTNUTS, AND TRUFFLE AS WELL AS SALT & PEPPER BIG FIN SQUID WITH VERMICELLI, CARROTS, SPROUTS, AND GINGER. GARDEN VEGETABLE SELECTIONS WILL CAPITALIZE ON THE SEASONAL CALIFORNIA PRODUCE AND RANGE FROM SALAD OF GOLDEN BEETS WITH ENDIVE, MÂCHE AND A HAZELNUT VINAIGRETTE TO SUGAR PIE PUMPKIN DUMPLINGS WITH STEWED CHERRIES AND CRISPY SAGE.

FOR FISH, DINERS CAN EXPERIENCE MICHAEL'S CAVIAR PARFAIT WITH A SELECTION OF WILD AND FARMED CAVIARS, SAKE AND MAPLE CURED KANPACHI WITH APPLE, CIPOLLINI ONIONS AND SHISO OR LEMON GLAZED BLACK COD WITH SPAGHETTI SQUASH, HON SHIMEJI AND CORIANDER. POULTRY & LIGHT MEAT SELECTIONS INCLUDE ROASTED POULARDE WITH CORNBREAD, WILDFLOWER HONEY AND SPINACH, FOIE GRAS TERRINE WITH CRANBERRY, CARDAMOM, GREEK YOGURT AND FLATBREAD, AS WELL AS SAUTÉED PORK BELLY WITH PEA LEAVES, ORANGE AND SALTED CASHEWS. MEAT & GAME WILL OFFER BEEF CARPACCIO WITH HEARTS OF ROMAINE, CHERRY TOMATOES, AND HORSERADISH, LAMB RIBEYE WITH SALSIFY, MEDJOL DATES, THYME, AND WALNUTS AND SAFFRON-BRAISED VEAL CHEEKS WITH CHICKPEAS, ZUCCHINI, AND CHERRY PEPPERS. ADDITIONALLY, XIV WILL OFFER A VEGETARIAN COUNTERPART TO ALL MEAT, POULTRY AND FISH DISHES ON THE MENU, TRULY OFFERING SOMETHING FOR EVERYONE.

TO FINISH THE MEAL, DINERS CAN END WITH A SELECTION OF CHOICES FROM THE CHOCOLATE, FRUITS & NUTS MENU BY RISING STAR PASTRY CHEF JORDAN KAHN. HIGHLIGHTS INCLUDE LIQUID SHORTBREAD WITH RICOTTA, ABSINTHE AND ZUCCHINI, WHITE CHOCOLATE CUBE WITH PISTACHIO, SAKE, AND CHRYSANTHEMUM, AND PASSION FRUIT CURD WITH TOMATO, CASHEW AND JASMINE.

THE WINE PROGRAM AT XIV WILL BE PERFECTLY SUITED TO THE STYLE OF DINING AT THE RESTAURANT AND CAREFULLY CHOSEN TO PAIR WITH THE CUISINE. THE LIST IS CREATED FROM AN ECLECTIC GROUP OF SMALL PRODUCERS, PRIMARILY FROM EUROPE AND CALIFORNIA, AND WILL BE CATEGORIZED BY TASTE, RATHER THAN THE TRADITIONAL REGION OR COUNTRY. THE LIST WILL OPEN WITH LIGHT WINES AND CONTINUE TO MORE BOLD SELECTIONS. THE COCKTAIL LIST WILL FEATURE DRINKS LIKE THE CHUPACABRA, A COMBINATION OF DON JULIO, FRESH LIME, JALAPEÑO, AND GINGER BEER AND THE PIMM'S RANGOON, MADE WITH PIMM'S No. 1, MUDDLED CUCUMBER, CITRUS, AND SEASONAL BERRIES, TOPPED WITH GINGER ALE.

SPANNING AN ENTIRE CITY BLOCK ON WHAT IS ARGUABLY THE BEST REAL ESTATE ON THE FASHIONABLE SUNSET STRIP, A 12 MILLION DOLLAR RENOVATION WILL COMPLETELY TRANSFORM THE SPACE WITH AN ENTIRELY NEW MODERN EXTERIOR AND AN OPULENT, SUPREMELY STARCK INTERIOR. STARCK'S INTERIOR DESIGN JUXTAPOSES CONTEMPORARY ELEMENTS WITH TRADITIONAL EUROPEAN ACCENTS. ONE WALL OF THE MAIN DINING ROOM IS COVERED IN STAINLESS STEEL PANELS, WHILE THE OTHER PART OF THE DINING SPACE FEATURES FIREPLACES, BOOKSHELVES, HAND-PAINTED ARTWORK AND MIRRORS. CHOCOLATE BROWN VELVET DRAPERIES, SWAN SOFAS FROM ITALY AND AN ORNATELY CARVED CEILING ADD TO THE DRAMATIC SURROUNDINGS. TO TAKE FULL ADVANTAGE OF PERFECT L.A. EVENINGS, STARCK HAS CREATED A LAVISH OUTDOOR PATIO, COMPLETE WITH A LARGE BAR WITH A MARBLE TOP, TEAK BENCHES AND WHIMSICAL TOUCHES, SUCH AS WHEELBARROW-SHAPED CHAIRS.

XIV, THE LATEST ADDITION TO THE GROWING PORTFOLIOS OF BOTH SBE AND MINA GROUP, IS LOCATED AT 8117 SUNSET BOULEVARD AND WILL BE OPEN SUNDAY THROUGH WEDNESDAY FROM 6:00PM TO 11:00PM AND THURSDAY THROUGH SATURDAY FROM 6:00PM TO 2:00AM. FOR RESERVATIONS, PLEASE CALL 323-656-1414.

###

ABOUT SBE

FOUNDED IN 2002, THE LOS ANGELES-BASED SBE BRINGS EXQUISITE BALANCE TO THE WORLDS OF HOSPITALITY, REAL ESTATE DEVELOPMENT AND INDEPENDENT FILM PRODUCTION. AS A PRIVATELY HELD COMPANY FOUNDED AND HELMED BY CEO SAM NAZARIAN, SBE ACQUIRES, DEVELOPS AND MANAGES EXCEPTIONAL PROJECTS THROUGH ITS DIVISIONS – HOTELS, RESTAURANT AND NIGHTLIFE, REAL ESTATE, BOLTHOUSE PRODUCTIONS AND ELEMENT FILMS. WITH A MISSION TO REDEFINE STANDARDS OF EXCELLENCE AND INNOVATION, SBE HAS HARNESSSED THE CREATIVITY AND INNOVATION OF THE BEST MINDS IN THE BUSINESS, INCLUDING DESIGN VISIONARY PHILIPPE STARCK, WITH WHOM THE COMPANY HAS AN EXCLUSIVE AGREEMENT FOR THE CREATION OF HOTELS, RESTAURANTS AND LOUNGES IN THE U.S., CANADA, CARIBBEAN AND MEXICO. SBE'S RESTAURANT AND NIGHTLIFE DIVISION CONSTANTLY STAYS AHEAD OF THE CURVE, CREATING AND EXPANDING TREND-SETTING RESTAURANT AND NIGHTLIFE CONCEPTS, WHICH CURRENTLY INCLUDE KATSUYA, FOXTAIL, THE ABBEY, HYDE LOUNGE, S BAR AND AREA. AS THE CORNERSTONE OF ITS SYNERGISTIC APPROACH, SBE HAS ALSO COMPLETELY RETHOUGHT AND RE-IMAGINED THE LUXURY HOTEL EXPERIENCE. SBE WILL DEBUT ITS FIRST LUXURY HOTEL BRAND, SLS HOTELS, WITH THE FALL 2008 OPENING OF SLS HOTEL AT BEVERLY HILLS FEATURING A STARCK DESIGN AND AN INNOVATIVE CULINARY PROGRAM BY CHEF JOSÉ ANDRÉS. ALSO IN THE SBE HOTEL COLLECTION ARE MIAMI'S RITZ PLAZA HOTEL, TO DEBUT IN 2010, AND LAS VEGAS' SAHARA HOTEL & CASINO, WHICH WILL UNDERGO A COMPLETE REDEVELOPMENT FOR COMPLETION IN EARLY 2011.

ABOUT MINA GROUP

MINA GROUP INC. IS A SAN FRANCISCO-BASED RESTAURANT MANAGEMENT COMPANY SPECIALIZING IN OPERATING UPSCALE, INNOVATIVE RESTAURANT CONCEPTS. FOUNDER AND CEO, MICHAEL MINA, WAS HONORED AS BEST SAN FRANCISCO CHEF 2005 BY SAN FRANCISCO MAGAZINE AND BEST CALIFORNIA CHEF 2002 BY THE JAMES BEARD FOUNDATION. MINA GROUP BEGAN OPERATIONS IN 2002 AND CURRENTLY OPERATES THE FOLLOWING RESTAURANTS: MICHAEL MINA AND CLOCK BAR AT THE WESTIN ST. FRANCIS IN SAN FRANCISCO; ARCADIA AT THE SAN JOSE MARRIOTT; NOBHILL AND SEABLUE AT MGM GRAND IN LAS VEGAS; STRIPSTEAK AT MANDALAY BAY IN LAS VEGAS; MICHAEL MINA BELLAGIO AT BELLAGIO IN LAS VEGAS; ARCADIA IN SAN JOSE; STONEHILL TAVERN AT THE ST. REGIS MONARCH BEACH IN DANA POINT; SEABLUE BORGATA IN ATLANTIC CITY; SALTWATER AND BOURBON STEAK AT MGM GRAND IN DETROIT; BOURBON STEAK AT THE FAIRMONT SCOTTSDALE PRINCESS IN SCOTTSDALE, BOURBON STEAK AT THE FAIRMONT TURNBERRY ISLE RESORT IN MIAMI AND NEMI IN MEXICO CITY. PLANS ARE UNDERWAY FOR MULTIPLE OPENINGS IN THE NEAR FUTURE.