

Domaine Restaurants Expands 25 Degrees Brand

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To include three new locations: Phoenix, AZ, Newport Beach, CA and, in an effort to take their 24-hour, 3-meals-a-day dining concept abroad, in Hotel G, the newest boutique hotel in Beijing, China.

To prepare for their upcoming expansion, Domaine has brought on board a new Chief Operating Officer with an extensive background in hospitality and marketing, Parnell F. Delcham. In addition to taking on the day-to-day management of 25 Degrees in Hollywood, Delcham will be supervising the launch and management of the new locations in Phoenix, Newport Beach and Beijing.

Domaine Restaurants, spearheaded by restaurateurs Tim and Liza Goodell, already has numerous successes in its portfolio including: Aubergine, Troquet, Dakota, A Restaurant, Red Pearl Kitchen and Café Wa s. They have garnered a well-deserved reputation for being the experts at bringing together a special blend of haute cuisine and everyday menu items. With 25 Degrees they've turned the formula around to create a menu of familiar fare, prepared with the finest ingredients and the highest of culinary standards.

25 Degrees has been lauded for this unique take on quality food. The stripped-down dinner menu evolved from Tim Goodell's philosophy of building a better burger with the best organic and local ingredients. With grass-fed beef, artisan-made cheeses such as Point Reyes' 'Blue' and Cow Girl Creamery's 'Red Hawk', and an array of traditional and not so traditional condiments to choose from, patrons can simultaneously be creative with and conscious of what goes into their stomachs. The menu also includes a wine list of over 50 wines served by the half-bottle ranging in price from \$12 to \$68. Carafes will be available as well, as single, 1/2 litre or litre.

Since opening in the Hollywood Roosevelt, 25 Degrees has become a hugely popular dining destination...the perfect spot for either a late night, after-club burger, or a friends and family midday meal. Its inviting design and trendsetting approach to serving quality food creatively has already set a standard that is being emulated in other Hollywood eateries.

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