

# R

## RENAISSANCE®

HOLLYWOOD HOTEL & SPA

### RENAISSANCE HOTELS ANNOUNCES EXCLUSIVE PARTNERSHIP

### WITH BLUE RIBBON

*Blue Ribbon to Bring Their Culinary Excellence to Renaissance Hotels Nationwide*

BETHESDA, MD – September 22, 2010 – New York City’s Bromberg Bros. Blue Ribbon Restaurants Group ([www.blueribbonrestaurants.com](http://www.blueribbonrestaurants.com)) announced this month plans to offer their famous comfort cuisine at upscale Renaissance Hotels throughout North America ([www.renaissancehotels.com](http://www.renaissancehotels.com)). The new partnership with Renaissance marks Blue Ribbon’s first culinary collaboration with a major hotel brand. The acclaimed chefs and founders of New York’s popular Blue Ribbon Restaurants, Eric and Bruce Bromberg, in concert with Renaissance’s culinary team, have created a “Blue Ribbon Classics” menu, which will be available at 20 hotels in key cities starting this Fall. A special program will take place on Tuesday, November 30th at 7:30 at the Renaissance Hollywood Hotel & Spa. RSVP for this event is [Diana.Mategrano@renaissancehotels.com](mailto:Diana.Mategrano@renaissancehotels.com).

A Private Event for media only will precede a public event starting at 6:00. Seating is limited for both events. RSVP to the media event to [susan@alphadogpr.com](mailto:susan@alphadogpr.com).

The relationship between Renaissance Hotels and the acclaimed chefs dates back to when the brothers’ dad would take them to the Stanford Court Hotel’s Fournou’s Ovens on visits to San Francisco. The brothers’ fascination with the world of cooking was inspired by the famous ovens and the California cuisine that emerged from them during these routine visits to this particular San Francisco landmark hotel. The hotel is now beautifully restored as a Renaissance Hotel—Stanford Court Renaissance San Francisco Hotel. San Francisco is among the cities that will be first to introduce the new “Blue Ribbon Classics” menu, along with New York, Los Angeles, Washington D.C. and Austin.

“Food is such a passion point for Renaissance guests. As we expand our culinary program, we wanted to go beyond the traditional celebrity chef partnership and team up with a real in-the-know foodie brand like Blue Ribbon. Blue Ribbon has a loyal following behind their delicious food, has a singular dedication to quality and is known

for go-to signature dishes like their incredible fried chicken,” said Tina Edmundson, senior vice president lifestyle brands. “When it comes to cuisine, travelers look forward to discovering new flavors, ingredients and dishes, yet they still want the comforts of familiar food, especially if they are on the road frequently. The Bromberg brothers focus on the comfort and simplicity of well-cooked, fresh and high quality foods and ingredients, which is why this partnership makes sense for our brand and our guests.”

The partnership will go beyond the bar/lounge menu as the new Bromberg Brothers will host launch parties and also showcase their new Blue Ribbon Cookbook *Better Home Cooking* online at [www.CollectRenaissance.com](http://www.CollectRenaissance.com) including autographed copies available at select Renaissance Hotel properties. Renaissance Hotels will be the exclusive retailer for Blue Ribbon offerings like the cookbook. The partnership will also extend to social media, which will offer hotel guests and Blue Ribbon fans the chance to discover the Bromberg brothers’ favorite local “hidden gems” within various Renaissance cities, whether it’s their favorite local coffee shop, cuisine, hot spot or landmark. These will be found online at [www.therenaissancelife.com](http://www.therenaissancelife.com).

“We are so excited to partner with Renaissance Hotels to share with their guests across the country some of our favorite dishes and favorite “finds” in various cities,” said Bruce Bromberg, one half of the Blue Ribbon founding brothers and Chef. “Their dedication to providing hotel guests with authentic experiences and sharing in the discovery of new tastes and flavors is a reflection of what we do in our restaurants and we are happy that our “classics” menu fits right in line with their vision.”

The Blue Ribbon brothers crafted a menu of twelve signature items tailored especially for Renaissance Hotels and their guests. The home-cooked style dishes served at The Renaissance Hollywood Hotel & Spa include a bevy of inventive small bites and Blue Ribbon favorites:

White Bean Hummus Toast

Smoked Salmon Toast

BBQ Pork Sliders

Fried Rock Shrimp

Northern Fried Chicken Wings

Smoked Duck Sandwich

“We have always been dedicated to providing guests in our restaurants the best possible dining experience,” said Eric Bromberg. “At the end of the day, we are dedicated to culinary excellence and sharing with friends and family. Partnering with a hotel group for the first time will allow our customers to experience some classic and familiar Blue Ribbon dishes while they are traveling as well as allow Renaissance’s guests who have never been to a Blue Ribbon a chance to discover them for the first time.”

The Renaissance Hollywood Hotel & Spa, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 632 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. The property is well known as being a favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel & Spa embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, catering by Wolfgang Puck, the new *Spa Luce*, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel & Spa, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, [www.renaissancehollywood.com](http://www.renaissancehollywood.com). Follow the hotel on Facebook at [facebook.com/renaissancehollywood](https://facebook.com/renaissancehollywood) or on Twitter at [twitter.com/renhollywood](https://twitter.com/renhollywood).

###

#### **ABOUT RENAISSANCE HOTELS**

**RENAISSANCE HOTELS** is an upscale brand with more than 140 properties in 28 countries that speaks to passionate travelers in search of authentic local discoveries when traveling for business or leisure. Renaissance Hotels has recently welcomed several new "gems" to its global collection – the ultra-modern Renaissance Paris Arc de Triomphe Hotel, the chic Renaissance New York Hotel 57 in Manhattan and the beautifully restored historic Eden Roc Renaissance Miami Beach. These hotels join a rich portfolio defined by distinctive and well-known icons such as The Mayflower Renaissance Hotel in Washington, D.C., the Blackstone Renaissance Chicago Hotel, The Shelbourne Renaissance Dublin Hotel and the Renaissance Beijing Capital Hotel. To make reservations and for more information about Renaissance Hotels, visit [www.renaissancehotels.com](http://www.renaissancehotels.com). Follow Renaissance on Twitter at [www.twitter.com/RenHotels](https://www.twitter.com/RenHotels)

Visit Marriott International, Inc. (NYSE:MAR) <<http://www.marriott.com/corporateinfo/boilerplate.mi>> for company information.

#### **ABOUT BROMBERG BROTHERS BLUE RIBBON RESTAURANTS**

**Bromberg Bros. Blue Ribbon Restaurants**, founded in 1992, is the creation of renowned chefs Eric and Bruce Bromberg ([www.blueribbonrestaurants.com](http://www.blueribbonrestaurants.com)). Blue Ribbon Restaurants includes nine restaurants dotted around New York City, each with its own style defined by its neighborhood and the locals who frequent each establishment. Blue Ribbon Restaurants are well known for fine food and service and as chefs' after-hours hangouts. Blue Ribbon Restaurants developed and distributes a national health conscious retail product, Naked Nuggets™ Grilled Chicken Nuggets, a healthier non-breaded alternative to fried chicken nuggets, available in supermarkets and club stores across the country ([www.shedthebread.com](http://www.shedthebread.com)). Blue Ribbon released its first cookbook, *Better Home Cooking*, in April 2010. Bromberg Bros. Blue Ribbon Restaurants recently announced the opening of their tenth location, a Blue Ribbon Sushi Bar & Grill, scheduled to open December 15, 2010 at The Cosmopolitan of Las Vegas.

#### **Media Contacts:**

Elizabeth Caminiti  
301.380.9014

Lauren Bishop Renaissance Hotels  
646.708.8026 [elizabeth.caminiti@marriott.com](mailto:elizabeth.caminiti@marriott.com)

ALISON BROD PUBLIC RELATIONS  
[laurenb@alisonbrodpr.com](mailto:laurenb@alisonbrodpr.com)

Eric Bromberg  
Bromberg Bros. Blue Ribbon Restaurants  
917.439.5193  
[eric@blueribbonrestaurants.com](mailto:eric@blueribbonrestaurants.com)