



CULINAIRE

Distinctive Dining & Hospitality Management

Contact: Bill Thompson, President
Culinaire
2100 Ross Avenue, Suite 3100
Dallas, TX 75201
214.754.1822
bthompson@ciemail.com

Business Communiqué

from the desk of **Bill Thompson**

On July 21, Culinaire opened our newest restaurant, Sea Change, adjacent to the renowned Guthrie Theater in Minneapolis, MN. After competing with some of the biggest and boldest names in the food industry for the Guthrie contract, we assumed operations there in April and immediately dove into the complex task of operating a ground floor, 200-seat restaurant serving lunch and dinner daily, as well as another restaurant on Level 5 of this architectural masterpiece for pre-theater dining. There are also 11 intermission bars in the Guthrie, a testament to its popularity as a destination for theater-goers in the Twin Cities. The ground floor restaurant had never taken off in the two years it had been open, and the Guthrie folks asked us to reconcept it.

We decided to partner with the best known chef in the area, Tim McKee, whose other restaurants, La Belle Vie, and Solera, were consistently ranked #1 and #2 in most Minneapolis dining guides, Zagat, and Open Table. We also hired Shea, Inc. as our interior designer, who has done work nationally on restaurants such as The Oceanaire.

You can imagine how thrilled our team was in May when we learned that Chef Tim McKee was named "Best Chef--Midwest" at the 2009 James Beard Award Ceremonies in New York.

Suddenly, the buzz surrounding Chef Tim's newest concept--a seafood restaurant using only the freshest fish and shellfish from sustainable fisheries and environmentally responsible farms--was deafening. At the opening night party, over 350 excited guests enjoyed Tim's artistry and the warm hospitality that is a hallmark of Culinaire.

September 2009

