

# NEWS RELEASE

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## **FOR IMMEDIATE RELEASE**

### **CHEF BRIAN S. HALE JOINS THE CHASE PARK PLAZA**

ST. LOUIS (Aug. 14, 2008) – The development team of The Chase Park Plaza proudly welcomes esteemed St. Louis chef, Brian S. Hale, to its staff as executive chef. Hale officially begins his new role the week of Aug. 4, 2008.

“Brian’s reputation as one of the bright stars of the culinary world makes him an exciting addition to the Chase Park Plaza family,” said Marcia Smith Niedringhaus, developer of The Chase Park Plaza. “His talents, ambitious menus and passion for what he does fit in perfectly with our vision for continually elevating the Chase Park Plaza’s dining experiences.”

Hale will drive the overall culinary direction for The Chase Park Plaza’s four dining areas: Café Eau, EAU Bistro, Chaser’s Lounge and The Marquee Café. He will also lead culinary efforts for hotel events within the property’s 70,000 sq. ft. of banquet and meeting space. The Chase Park Plaza averages 150 events per week.

“I’m a St. Louis native and lived in the Central West End. I’ve frequented The Chase Park Plaza many times and have great respect for its history and allure. It’s the best St. Louis has to offer in hotels,” said Hale. “My goal is to build on The Chase’s foundation to create a new culinary destination for the city and region. People gather in this building for so many reasons—history, glamour, nightlife. I want to make the dining experience stand alone in its appeal.”

Hale started his culinary career in Milan, but has been a part of St. Louis dining for more than 15 years. His work has added to the tastes of several area restaurants: Al Baker’s, Harry’s Downtown, Sqwires, and most recently, Monarch. During his time in St. Louis, Hale has been recognized by Sauce Magazine as Best Chef in St. Louis (2006) and Favorite Chef in St. Louis by the Riverfront Times (2006). As executive chef for Sqwires (2002) and Monarch (2006), Hale’s efforts helped each restaurant earn various honors for Best New Restaurant in St. Louis. Hale also won the first annual Iron Fork competition in 2007 and has been featured by prominent culinary magazines Bon Appétit and Gourmet.

“My experience and successes have been with independent restaurants,” said Hale. “This opportunity with The Chase Park Plaza is a new challenge for me. I think my experiences have prepared me to take this next step in my career for directing the culinary fare for an entire hotel.”

Hale assumes the post left vacant by former executive chef, Omar Hafidi, who left to pursue other interests.

#### **About The Chase Park Plaza**

What began as two buildings, The Chase Park Plaza has been a St. Louis landmark since the 1920s. Over the years, the Chase and Park Plaza welcomed kings, queens, rock and opera stars, athletes and politicians. The Chase became the home away from home for renowned actors, singers and politicians traveling through St. Louis, including every American president from the 1920s to the 1980s. The Chase continues to evolve, bringing storied history and lavish accommodations together with upscale living and unparalleled amenities. More than 80 years later, The Chase Park Plaza encompasses the five-screen Chase Park Plaza Cinemas, Café Eau, EAU Bistro, The Tenderloin Room, Khorassan Room, The Zodiac Room and Starlight Roof, Chasers Lounge, The Marquee Café, a beautifully renovated conference center, The Private Residences at The Chase Park Plaza, and the fitness and wellness center, Santé.

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