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For Immediate Release

Fresh Ingredients, Assertive Flavors, Deliciously Wrapped In A Hawaiian State Of Mind

*"Cooking has been my life...thank you for
making it part of yours!"*

Roy Yamaguchi
Founding Chef

Tampa, Florida, May 2008 – Roy's was first introduced in Honolulu, Hawaii in 1988 by internationally acclaimed Chef Roy Yamaguchi. Today, the restaurant is world renowned for its exciting and innovative cuisine, cutting-edge wine list, and "aloha" style of service. Based on childhood memories of the feelings and flavors of Hawaii, Roy created what he refers to as "Hawaiian Fusion[®]" Cuisine – featuring the freshest local ingredients, European sauces and bold Asian spices with a focus on seafood.

"Since opening the original **Roy's**, we have set out to explore new directions – freely blending the European techniques in which I was trained with familiar ingredients of Asia and the Pacific. The results are reflected in a truly contemporary style of cuisine," says Chef Roy. "Coupled with our "aloha" style of service – straight from the heart with a sense of caring and individuality – which is predicated on our mission to "totally please and indulge" our every guest; it is the combination of good food and quality service that inspires the hallmark **Roy's** dining experience. "

Under the direction of Chef Roy, and that of his premier protégé, Gordon Hopkins, local restaurant chef partners are encouraged to express their own creative flair once they have mastered the traditional techniques taught through their experience at **Roy's**. Four fresh fish selections from Hawaii can be found on the menu nightly, as well as a selection of exclusively matched wines and tempting desserts. Among **Roy's** signature culinary creations are Hibachi Style Grilled Salmon; Wood Grilled Szechwan Spiced Baby Back Pork Ribs; Roy's "Original" Hawaiian Blackened Island Ahi; and the popular Chocolate Soufflé.

Like **Roy's** menus, the wine list selections are globally sourced, chosen strictly by textural harmony with the restaurant's food, genuine flavor and originality. The restaurant's

MORE

Roy's, add one

leading wine lists have received numerous national awards for their quality, value and sensible approach to harmoniously pairing wine with food. They include signature cuvées produced by some of the world's most renowned wineries to perfectly complement **Roy's** unique and exciting flavors.

As guests enjoy **Roy's** award-winning food, they are treated to the casual elegance of spacious dining rooms, an expansive lounge area and **Roy's** signature exhibition kitchen. Interior design details capture the feeling that one is experiencing something very special.

"Because the food is the heart of each of our restaurants, our open Exhibition Kitchen is a priority within our interior design that provides a constant flow of energy, which permeates the restaurant," says Chef Roy.

About Chef Roy Yamaguchi

Chef Roy Yamaguchi holds the distinct honor of being Hawaii's first recipient of the prestigious James Beard Award. Since he first introduced **Roy's** nineteen years ago, he has evolved as one of most respected and celebrated chefs in the world today. He has been recognized in such prestigious magazines as *Food & Wine*, *Bon Appetit*, *Conde Nast Traveler*, and named among the "Gault-Millau Top 40" in *Forbes FYI*.

In addition to overseeing his restaurants, he travels around the world as a guest chef for high-profile culinary events -- most recently in Singapore, Israel and at the Cannes Film Festival. Events that he has attended in the United States recently include The Sony Open in Hawaii; The Feast of Many Moons in New York; Cooking for Solutions at the Monterey Bay Aquarium; the Grammy Awards post party in Los Angeles; and the Food & Wine Classic in Aspen.

Chef Yamaguchi has published four cookbooks, with his most recent being the brilliantly illustrated **Roy's Fish & Seafood** (Ten Speed Press 2005.) He is a regular guest chef on the Home Shopping Network, which features his product line with his Fusion Stainless Steel Cookware being the centerpiece. He has hosted the Hawaii Public Television's *Hawaii Cooks with Roy Yamaguchi* for six seasons, which has been seen on PBS stations across the country. He was also featured on the Food Network's series, "My Country, My Kitchen;" Chef Michael Lomonaco's popular cooking program, "Epicurious" on the Travel Channel. He was also selected to be among the "Iron Chef USA" world-class contingent, which includes Todd English (Olives, Figs), Jean Francois Meteigner (La Cachette), and Alessandro Stratta (Renoir). Chef Yamaguchi has been featured in travel shows for Continental, American Way, America West and Southwest airlines.

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