



For Immediate Release

Contact: Judi Gallagher, Judi Gallagher and Associates
941/780-2898

Stephanie L. Amberg, Vice President of Public Relations
Roy's
813/282-1225

Roy's To Open November 15

Internationally Renowned Chef Roy Yamaguchi
To Open a **Roy's** in Sarasota

Grand Opening Celebration to Benefit Mote Marine Laboratory

Sarasota, Florida, October 2006 – Chef Roy Yamaguchi is opening his third restaurant in Southwest Florida on November 15. **Roy's** restaurant is located on the northeast corner of Siesta Drive and Highway 41 (2001 Siesta Drive) and will open on November 15. Yamaguchi debuted his first eponymous eatery in Honolulu in 1988. Since then, **Roy's** restaurants have become well known throughout the world for exciting and innovative Hawaiian Fusion® Cuisine, cutting-edge wine list, and “aloha” style of service.

In celebration of the Sarasota opening, **Roy's** will host a charity event the evening of November 14 at 6:00 p.m. for the Mote Marine Laboratory. All proceeds will benefit Mote's Education programs which serve more than 60,000 school children each year.

Based on childhood memories of the feelings and flavors of Hawaii, Yamaguchi created what he refers to as his “Hawaiian Fusion®” Cuisine – the freshest local ingredients, European sauces, bold Asian spices, with a focus on fresh 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 Yamaguchi. “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.”

More

Roy's Sarasota
Add one

Under the direction of Yamaguchi, 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**.

"We offer menu creations, guided by our chef's sense of freedom and freshness, utilizing the best local ingredients he or she can find," says Yamaguchi. "Because the food is the heart of each of our restaurants, our open exhibition kitchen is a focal point in our interior design."

Among **Roy's** signature culinary creations are Teriyaki Hibachi Grilled Atlantic Salmon; Szechwan Spiced BBQ Baby Back Pork Ribs; and **Roy's** "Original" Blackened Island Ahi. A wide selection of artistically created desserts offered nightly includes the popular Chocolate Soufflé.

The restaurants' leading wine lists have received numerous national awards for their quality, value and sensible approach to harmoniously pairing wine with food produced by some of the world's most renowned wineries. They include signature cuvees to perfectly complement the restaurant's unique and exciting flavors. As stated by *Restaurant Wine* in 1998, **Roy's** has consistently devoted a great deal of time and energy to its wine program, making it one of the most "ambitious of its type." Yamaguchi's own line of sake, Y Daiginjo Saké, is also available in four varieties.

Yamaguchi is regarded as a pioneer who mastered a distinctive style, which brought his cooking to the forefront of contemporary gastronomy. As testimony to his success, there are now 34 **Roy's** restaurants worldwide. Honored early in his career with the prestigious James Beard "Best Pacific Northwest Chef" award, Yamaguchi has hosted six seasons of the PBS-TV show, "Hawaii Cooks with Roy Yamaguchi," seen on more than 300 stations in all 50 states and in 60 countries. Yamaguchi has also published three cookbooks, *Roy's: Feasts from Hawaii*; *Hawaii Cooks* and *Roy's Fish & Seafood*. He is a frequent guest chef on the Home Shopping Network where his proprietary line of cookware is showcased. Additional information about Chef Roy Yamaguchi and **Roy's** restaurants can be found at www.roysrestaurant.com.

The 7,200 square-foot restaurant has a seating capacity for approximately 200 patrons. Reservations are welcomed by calling 941/952-0109. Dinner is served seven days a week, Monday through Saturday from 5:30 – 10 p.m. and Sunday from 5:30 – 9:00 p.m.

END