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## **SBE'S THE ABBEY FOOD AND BAR UNVEILS NEW MENU**

### ***All-Day Menu Features "Modern American Comfort Food" Including Healthy Breakfast Dishes, Classic Lunch and Brunch Items, and a Selection of Hearty Entrees***

(Los Angeles, CA – March 15, 2007) SBE's **Abbey Food and Bar** a veritable West Hollywood mecca and one of the country's most beloved hotspots, has just unveiled a new menu. Blending classic Abbey favorites with a plethora of exciting new dishes for dining throughout the day, the new menu was developed by renowned culinary consultant Gail Defferari in tandem with the Abbey.

The San Francisco-based Defferari is a 20-year veteran of the restaurant and hospitality business, perhaps best known for the restaurant XYZ, which she opened and operated in the W San Francisco hotel, and San Francisco's wildly popular *Universal Café*, which she created in 1995. At The Abbey, Defferari has created a fresh, new selection of modern American comfort food items which reflect the restaurant's al fresco and modern coffeehouse vibe. While making subtle updates to the restaurant's most popular dishes, The Abbey has added many new and health conscious selections for breakfast, lunch and dinner.

Starting with breakfast, The Abbey continues to offer a variety of their signature omelettes now made exclusively with organic eggs. In addition to the traditional egg dishes, The Abbey now features healthy starts such as *HOUSEMADE GRANOLA* with almonds, sesame seeds, raisins, currants, honey & maple syrup, and fresh berries served with a choice of milk, soy milk or yogurt; *STEEL CUT OATMEAL* served with raisins, currants & brown sugar; and *TURKEY WHITE SCRAMBLE* which includes smoked turkey breast, mushrooms, tomatoes and organic egg whites.

Midday meals have long been popular at the Abbey but the new menu is also ideal for luncheon meetings, with service enhancements designed to help those on a tight schedule. New and improved Abbey favorites such as *NACHOS* and *CALAMARI* are still on the menu while new appetizers and salads range from baked *MACARONI & CHEESE* with mozzarella and cheddar cheeses; *MINI TACOS* with pico de Gallo, guacamole, salsa mexicana & cabbage slaw to a delicious *WEDGE SALAD* served with blue cheese dressing and smoked bacon. The Abbey's sandwiches, burgers and salads also make for perfect lunch selections and the menu now includes a *GRILLED CHEESE PANINI* served with a cup of tomato basil soup; *MUY GRANDE WEHO BURRITO* with black beans, cheese, brown rice, roasted poblanos, guacamole, sour cream, pico de gallo, salsa Mexicana; *MINI BURGERS WITH FRIES* which includes three mini patties with California blue, cheddar and Swiss cheeses; and *HAWAIIAN AHI SALD* with pan-seared Ahi tuna over organic greens with avocado, cucumber, cherry tomatoes in a lemon vinaigrette. Guests at The Abbey can also take their meals to go from Abbey's deli counter, or starting in late spring 2007, The Abbey will also begin midday delivery service to the West Hollywood neighborhood.

After dark, along with The Abbey's signature martinis and other heady concoctions, diners can choose from a selection of pastas, seafood and prime meats. Pastas range from a *FETTUCCHINE PESTO* with grilled chicken and parmesan to *FETTUCCHINE SCAMPI* served with sautéed shrimp, tomato, garlic and chili flakes. Hungry guests will delight in the satisfying *BRAISED PRIME SHORT RIBS* with mashed potatoes & aromatic vegetables or *GRILLED ORGANIC CHICKEN BREAST* marinated in white wine, olive oil & tarragon served with seasonal vegetables and brown rice.

And no visit to The Abbey is complete without trying one of its tempting cakes, pies and other delectable desserts for which it has long been famous – sure to satisfy any sweet tooth.

In May 2006 The Abbey partnered with Los Angeles-based SBE. This heralded an exciting new era for the brand, given the expertise, infrastructure and corporate reach of SBE, which has fast become one of the most pivotal players in the Los Angeles nightlife and restaurant scene. The venture will fuel The Abbey's biggest expansion to date – reproducing the signature Abbey experience in selected cities nationwide. While no specific locations have been finalized for national expansion, David Cooley, founder of the Abbey, and SBE are exploring warm-weather locations where The Abbey's open-air concept would work best including Miami's South Beach, Atlanta, San Francisco, Dallas, Las Vegas and Phoenix.

#### **ABOUT SBE**

Founded in 2002, the Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and independent film production. As a privately held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurant and Nightlife, Real Estate, Bolthouse Productions and Element Films. With a mission to redefine standards of excellence and innovation, SBE has harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement for the creation of hotels, restaurants and lounges in the U.S., Canada, Caribbean and Mexico. SBE's Restaurant and Nightlife division constantly stays ahead of the curve, creating and expanding trend-setting restaurant and nightlife concepts, which currently include Katsuya, Foxtail, The Abbey, Hyde Lounge, S Bar and Area. As the cornerstone of its synergistic approach, SBE has also completely rethought and re-imagined the luxury hotel experience. SBE will debut its first luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills featuring a Starck design and an innovative culinary program by chef José Andrés. Also in the SBE Hotel collection are Miami's Ritz Plaza hotel, to debut in late 2009, and Las Vegas' Sahara Hotel & Casino, which will undergo a complete redevelopment for completion in early 2011.