



**Media Contact:**  
Susan Hosmer  
Bullfrog & Baum  
Tel: 323-651-1380/212-255-6717  
Email: hosmer@bullfrogandbaum.com

## **SBE OPENS KATSUYA HOLLYWOOD**

***With Partners Katsuya Uechi and Philippe Starck,  
Newest Location of Popular Katsuya Brand Debuts at Hollywood and Vine***

Los Angeles, CA (October 11, 2007) — One year after the spectacular success of Katsuya Brentwood, SBE has expanded the reach of its popular Katsuya brand to open Katsuya Hollywood, the latest restaurant in the growing SBE collection. Katsuya Hollywood is poised to entice the tastes and sights of Hollywood diners with the same vivaciousness and ingenuity that has captivated Angelenos at Katsuya Brentwood. By continuing the creative collaboration of brilliant Master Sushi Chef Katsuya Uechi and celebrated designer Philippe Starck, Katsuya Hollywood is no less spectacular in menu mix and design.

“We are incredibly pleased with the success of our first Katsuya in Brentwood, which has really been embraced by the Brentwood and Los Angeles communities,” commented SBE CEO Sam Nazarian. “With Katsuya Hollywood, we’ve turned up the edginess quotient a bit in line with that neighborhood while offering the same unwavering Katsuya standards of quality and service. We are particularly excited to be leading the way in the redevelopment of the Hollywood & Vine neighborhood, which in the next few years will be seeing spectacular changes.”

Devotees of Katsuya will flock to the restaurant’s latest incarnation for the acclaimed food they know and love from Katsuya Brentwood, this time in a sexier, more provocative environment in keeping with the Hollywood location. These two locations will be joined by even more Katsuya outposts over the next two years-- at The Americana at Brand, Caruso Affiliated’s mixed-use development in Glendale; LA Live, AEG’s downtown Los Angeles sports and entertainment destination, and Miami’s South Beach.

For Katsuya Hollywood, Philippe Starck has unearthed a masterpiece of sensuality, beauty and soulfulness—a space where form complements function and the spirit that is Katsuya is given ample space to shine through. Guests enter this soaring restaurant to find a bar area featuring an intriguing array of white sushi knives artfully suspended in blocks of clear lucite pedestals. Suspended above, an

illuminated photo of a blazing red kimono seemingly floats in all its glory. Step into the main dining room and eyes are immediately drawn to the inviting sushi bar, flanked by alluring stainless steel Starck Kong chairs and delineated by black Noren curtains bearing the *kanji* symbol for Katsuya. On the restaurant's walls, oversize glowing photos of a mesmerizing Japanese geisha have become a Katsuya signature, but here take on a more provocative feel with edgier expressions.

M. Starck's powerful design perfectly sets the stage for the uncompromising cuisine of Master Chef Katsuya Uechi. The Sushi Bar is where this celebrated chef practices his trade of creating sushi masterpieces, using the freshest and most interesting ingredients to create a dizzying array of custom rolls and spectacular sushi and sashimi platters. The Main Kitchen is outfitted to beautifully prepare such items as *Spicy Albacore Sashimi with Crispy Onion*, *Baked White Fish with Truffle in Salt Shell* and *Kobe Filet with Foie Gras in Plum Wine Soy Sauce*, a dish *Space* magazine called "a tour de force."

The Katsuya "Liquid Kitchen" provides the ideal setting in which mixologist Ryan Magarian juices, blends, shakes and stirs some of the Left Coast's most intriguing and sought-after cocktails. These include the *Los Angeles* magazine-lauded *Burning Mandarin*, a mixture of Absolut Mandarin infused with Serrano chili and a hint of orange and lemon, and the *Sugarsnap*, a clean combination of sugarsnap pea infused vodka and freshly squeezed citrus fruits.

When Katsuya first opened in Brentwood, it essentially raised the bar for the Japanese dining experience in Los Angeles. Now the chef who received the coveted Chef of the Year award by *Angeleno Magazine* in 2006 has expanded his repertoire but not altered his mission. Katsuya Hollywood is a restaurant where the quality and consistency of the food and service comes first and the high-spirited scene and ultra-chic décor only enhance the energy and excitement. This unique combination of high style as presented by one of the world's premier designers and acclaimed cuisine as prepared by one of the country's few master sushi chefs, will most certainly become one of Los Angeles' most coveted reservations.

While the space is airy and vast, an intimate feel resonates throughout the restaurant's varied rooms, seating approximately 180 in total. The main dining room seats 68, while the darker Dragon Lounge, a sleek cocktail emporium in which the full menu can be enjoyed, seats 50, with two private dining rooms just adjacent, each seating up to eight. The restaurant is open for lunch, Monday – Friday from 11:30 am – 2:30 pm; and for dinner Monday – Friday from 5:30 pm – 12:00 am and Saturday – Sunday from 3:30 pm – 12:00 am.

The restaurant is perhaps best summed up by Angeleno magazine which declared that when experiencing a Katsuya restaurant, "...you sense that you are taking part in something very, very important."

Katsuya Hollywood is located at 6300 Hollywood Boulevard in Hollywood. For reservations, please call 323.871.8777. For more information visit [www.sbe.com/katsuya](http://www.sbe.com/katsuya).

# # #

#### **ABOUT KATSUYA UECHI**

As one of only four Master Sushi Chefs in Los Angeles, Chef Uechi brings over three decades of culinary artistry and restaurant operation experience to the SBE team. Known for his distinctive style and first-rate execution of high quality traditional sushi, Uechi is recognized as one of the major style setters in the sushi world and was recently named "Chef of the Year" by Angeleno Magazine.

Recently tied for #1 ranking for Top Food in the 2006 Zagat Los Angeles guide, his namesake locations Sushi Katsu-ya in Studio City and Encino have long been acknowledged as among L.A.'s top restaurants. He partnered in 2006 with SBE Restaurant & Nightlife Group to open the first Katsuya by Starck restaurant in Brentwood, which became an overnight success. Born in Japan, Uechi was raised by parents active in the restaurant business. Developing a love for the business as a youth, he went on to hone his skills in kitchens of Okinawa at the Harbor View Hotel, Kappo Yama Kawa and Hotel Rainbow. Upon arriving in the United States, Uechi served as Executive Chef at Tatsumo (Seattle), Kabuki Sushi and Seaward Sushi.

#### **ABOUT PHILIPPE STARCK**

Philippe Starck is widely recognized as the world's leading designer of luxury restaurant, hotel and real estate properties and has established a global following of clients and devotees. Born in Paris, M. Starck developed his eclectic style at a young age and studied his trade at Ecole Nissim de Camondo. In 1979, he created Starck Products, where he introduced fun and stylish designs into everyday products. Several of Starck's masterful creations are exhibited at the most prestigious museums around the world including Paris, New York, London and Barcelona. Recognized as one of the world's most powerful style makers, his extensive resume of world-class hotel destinations includes Felix restaurant at The Peninsula Hotel in Hong Kong, the Mondrian in Los Angeles, Delano in Miami's South Beach and the Teatron in Mexico. Starck has received numerous accolades throughout his career such as Grand Prix for Design, the Oscar of the design world, the Officier des Arts et Lettres and many more. Additional information on Philippe Starck can be found at [www.starck.com](http://www.starck.com).

#### **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.