



FOR IMMEDIATE RELEASE

## Sam Nazarian Announces New Executive Team at SBE

*Matt Erickson Elevated to Vice President of Restaurant Operations and Chef Daniel Elmaleh Named Executive Chef of SBE Restaurant Group*

**LOS ANGELES – February 23, 2010** – Los Angeles based luxury hospitality and development company, SBE, today announced new members to the Company’s executive team. Matt Erickson, previously Director of Restaurants, has been named Vice President of Restaurant Operations and Chef Daniel Elmaleh has been promoted from Corporate Katsuya Chef to Executive Chef of SBE Restaurant Group. In his new role, Erickson will oversee the daily operations and expansion plans of all restaurants under the SBE Restaurant Group umbrella. While continuing to maintain his hands-on role in the overall Katsuya culinary experience, Chef Elmaleh will now lend his expertise to nearly all other SBE restaurant and nightlife venues as well as special events.

“Over the years both Erickson and Chef Elmaleh have been instrumental in creating the world-class style, service and overall experience that SBE is known for,” said Sam Nazarian, SBE’s Founder and CEO. “Both are consummate professionals at the top of their fields and I look forward to ushering in the future of SBE with a strong, committed team at my side.”

Erickson’s career began in 1996 managing the popular Armani Café on Newbury Street in Boston. In 1998, he moved to New York where he managed several bars and worked with acclaimed restaurateur, Jeffrey Chodorow on the opening of Ono at the Hotel Gansevoort. Erickson moved to Los Angeles in 2006 and immediately gravitated to SBE. Within three months, Erickson was promoted from Bar Supervisor to Manager and his ascent has not slowed down since. He has opened several restaurants for SBE including Montana Lounge, Katsuya locations in Hollywood, Glendale, and L.A. LIVE, and most recently began overseeing operations at XIV. In his new position as Vice President of Restaurant Operations, Erickson will focus on taking the Katsuya brand national in addition to expanding the current offerings of other SBE ventures.

The highly-respected career of Chef Elmaleh began at the acclaimed Culinary Institute of America in Hyde Park, New York. He soon went on to hone his craft in some of Japan and Italy’s most acclaimed kitchens. After five years abroad, Elmaleh decided to move to Los Angeles where he worked with Josiah Citrin at his Michelin-starred Melisse and its sister restaurant, Lemon Moon. In 2006, Elmaleh opened Celadon as Executive Chef where his talents caught the eye of Star Chefs and resulted in him being named a “Rising Star Chef of 2007.” In 2008, Elmaleh joined SBE Restaurant Group working directly under famed Chef Katsuya. Elmaleh was quickly named Corporate Katsuya Chef, overseeing all culinary activity for the four Los Angeles-area locations. As Executive Chef of SBE Restaurant Group, Elmaleh will build upon his more than fifteen years of experience to ensure the SBE dining experience is executed at the highest level for all guests.

Currently, SBE Restaurant Group owns and operates seven Los Angeles-area restaurants, including XIV by Michael Mina, The Bazaar by José Andrés located at the SLS Hotel at Beverly Hills, The Abbey Food & Bar and Katsuya, with its four locations in Hollywood, Brentwood, Glendale and, most recently, LA LIVE. All culinary aspects of SBE's XIV by Michael Mina establishment will remain under the tutelage of highly acclaimed Chef Steven Fretz.

###

#### **ABOUT SBE**

Founded in 2002, Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and events. As a privately held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurants, Nightlife, Real Estate & Events. 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 4 Katsuya locations (Hollywood, Brentwood, LA LIVE, Glendale), XIV by Michael Mina, The Bazaar by José Andrés, Gladstone's, MI-6, 3 Hyde Lounge locations (Hollywood, Staples Center, Mammoth Mountain), The Abbey Food & Bar and Area. As the cornerstone of its synergistic approach, SBE has also completely rethought and re-imagined the luxury hotel experience. SBE debuted its luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills, a Starwood Luxury Collection Hotel which has won international acclaim and numerous awards. Also in the SBE Hotel collection are Miami's Ritz Plaza Hotel, Las Vegas' Sahara Hotel & Casino, which will both undergo redevelopment and Four Points by Sheraton LAX. More information about SBE can be obtained at [sbe.com](http://sbe.com).

#### **PRESS CONTACT:**

Claire Gendel  
The Rose Group  
[Claire@therosegrp.com](mailto:Claire@therosegrp.com)  
310.280.3710