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James Beard Foundation to Launch JBF LTD: Eat, Shop & Learn at NYC Pop-Up Restaurant

Chefs from around the world descend on Chelsea Market beginning April 12

New York, NY (March 23, 2011)—The [James Beard Foundation](#) (JBF), the world’s foremost nonprofit culinary arts organization, will launch **JBF LTD**: a temporary restaurant and food pavilion at Chelsea Market for five weeks this spring. From April 12 through May 14, the pop-up, housed at 75 Ninth Avenue, offers once-in-a-lifetime opportunities to be fed by some of the biggest names in food by night and nourished with unique free programming by day.

“Almost 25 years ago, the James Beard Foundation invented the idea of a pop-up restaurant when we began inviting chefs from around the world to cook dinners in James Beard's historic townhouse in Greenwich Village,” said Mitchell Davis, James Beard Foundation Vice President. “With tremendous support from our partners, JBF LTD will allow us to bring to a larger audience a creatively improvised version of what we've been doing at the Beard House all along.” For the duration of the pop-up’s existence, the James Beard Foundation will continue to offer its regular programming at the [James Beard House](#).

The space, designed by James Biber of [Biber Architects](#), will feature nightly dinners by high-profile chefs; daytime café-style fare by [Great Performances](#), who is providing all operational and managerial support for the chefs and the restaurant; and culinary programming and interactive food-themed experiences. [Food Network](#) & [Cooking Channel](#), the Foundation’s Chelsea Market partners who call the market home, will be providing a variety of experiences from appearances to demos with on-air and Food Network Kitchens talent, plus also offering tastings and giveaways.

Serving up culinary classics and of-the-moment trends, JBF LTD offers an ever-evolving calendar of events. Visit the pop-up microsite jamesbeard.org/popup to receive the most current pop-up information, or sign up for JBF’s e-newsletter [Beard Bites](#) to receive updates via email.

Equal parts underground restaurant, café, retail shop, education and performance space, the pop-up will give New Yorkers a never-to-be-repeated taste of something they won’t get anywhere else:

NIGHTLY DINNERS: Each week a different celebrity chef (or two) will be “in residence” to prepare a series of prix-fixe dinners served in the space. JBF LTD dinners will take place on average five nights per week (closed Sundays and Mondays) with four seatings per night (6:30pm, 7:00pm, 7:30pm and 8:00pm) and the menu will change with the chef. The current schedule is:

- April 12 - 16: Three Michelin Star chef Laurent Gras, formerly of L2O in Chicago
- April 26: JBF Award-winning chef Michelle Bernstein of Michy’s and Sra. Martinez in Miami
- May 3 - 7: Iñaki Aizpitarte of Le Châteaubriand in Paris with JBF Award winner David Chang and Team Momofuku
- May 11-14: JBF Award winner David Kinch and John Paul Carmona of Manresa in Los Gatos, California

Beginning April 1, a new round of tickets will go on sale each week. A limited number of seats from each dinner will be sold exclusively through luxury online offer site, [Gilt City](#), while the remainder will be available for advance online purchase at jamesbeard.org/popup. The cost will be \$75 plus service for a prix-fixe, four-course menu with

beverage pairings on weekdays and \$100 plus service on Friday and Saturday nights. All bookings and payment must be made in advance online and will include service. JBF sponsor Delta Air Lines is donating wine for use throughout the duration of JBF LTD. Additionally, JBF Award-winning Master Sommelier, and Delta's in-flight sommelier, Andrea Robinson, will curate the dinner wine pairings. Her innovative stemware collection "The One" will be the exclusive stemware partner of JBF LTD.

DAILY SPECIALS: Tuesday through Sunday each week JBF LTD will operate as an interactive café/retail shop/lounge from 11 am to 4 pm. The daytime café will serve lunch and snack menu items, prepared by catering partner [Great Performances](#), as well as offer special programming, including conversations with food-world luminaries, book readings with JBF Award-winning authors, tastings, and culinary demonstrations. *Food Politics* author **Marion Nestle**, *Top Chef: Just Desserts* host **Gail Simmons** and JBF Award-winning chefs will be among the participants. The [Certified Angus Beef® brand](#) will be featured on menu items for both lunch and dinner for the duration of the pop-up and an elite "steak of the day" – 28-day, dry-aged *Certified Angus Beef®* brand Prime – will be available for purchase.

SIDE DISHES: In addition to food, during the daily opening hours the public will be able to feast on fun, interactive food-themed experiences:

- An interactive "Who Was James Beard?" display with educational materials, life-size cut outs of James Beard and other food-world luminaries you can take your picture with.
- Giveaways, contests and thought-provoking programming.
- Thematic partner and retail kiosks, including James Beard's books (via Posman Books), JBF t-shirts, and other merchandise. Confirmed Premium Partners are the [Certified Angus Beef® brand](#), [Delta Air Lines](#), who will showcase its in-flight dining experience and BusinessElite seats, and [Gilt City](#). Other supporters include [Jamestown Properties](#), Angelo, Gordon & Co., Belvedere Capital (who are providing the space); James Biber of [Biber Architects](#) (who is designing the space); Griffin Court Apartments (who are housing out-of-town chefs); and [Great Performances](#) (who are providing catering and operational support). In addition, [Food Network](#) and [Cooking Channel](#) are supplying talent, programming and demonstrations during the day, while Party Rentals is providing all rentals and plateware.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America's diverse culinary heritage and future. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, please visit www.jamesbeard.org. Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Become a [member](#) of the James Beard Foundation, join us on [Facebook](#) and follow us on [Twitter](#).

About Certified Angus Beef® brand

There's Angus. Then there's the Certified Angus Beef® brand. Founded in 1978 by Angus producers, this is the only brand owned by the American Angus Association® and its more than 30,000 rancher members. An industry leader and world renowned for quality, the brand is enjoyed for its flavor, tenderness and juiciness and is offered at the finest restaurants and retailers around the globe. Known for its exceptional quality and generous marbling, the Certified Angus Beef® brand has 10 strict scientific standards that make it a cut above USDA Prime, Choice and Select. Only the best Angus beef achieves the brand's premium name. For more information, visit certifiedangusbeef.com, or look for the brand on Facebook and Twitter

About Chelsea Market

[Chelsea Market](#) is a one-stop NYC culinary food destination, a gourmet food lover's wholesale-retail wonder world, and a dining hotspot, all meshed into an entire city block of space in the heart of West Chelsea. Though Chelsea Market's 800-footlong concourse opened in April of '97, the million square feet the market occupies has a history that spans 90 years, beginning with the birth of the Oreo Cookie. It is currently home to the Food Network, NY1, Sterling Sound, Oxygen Media, and Major League Baseball Productions. Visit the market for fresh sushi and a chocolate-almond croissant. Sip a cappuccino in a free Wi-Fi environment. Grab a beer and chicken pot pie at The Green Table. Then pick up your meat, produce, wine, cheese, bread, flowers, and everything else you might need for a perfect meal at home.

About Delta Air Lines

Delta Air Lines serves more than 160 million customers each year. With an industry-leading global network, Delta and the Delta Connection carriers offer service to 357 destinations in 66 countries on six continents. Headquartered in Atlanta, Delta employs 80,000 employees worldwide and operates a mainline fleet of more than 700 aircraft. A founding member of the SkyTeam global alliance, Delta participates in the industry's leading trans-Atlantic joint venture with Air France-KLM and Alitalia. Including its worldwide alliance partners, Delta offers customers more than 13,000 daily flights, with hubs in Amsterdam, Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, Paris-Charles de Gaulle, Salt Lake City and Tokyo-Narita. The airline's service includes the SkyMiles frequent flier program, the world's largest airline loyalty program; the award-winning BusinessElite service; and more than 50 Delta Sky Clubs in airports worldwide. Delta is investing more than \$2 billion through 2013 in airport facilities and global products, services and technology to enhance the customer experience in the air and on the ground. Customers can check in for flights, print boarding passes, check bags and review flight status at delta.com.

About Food Network and Cooking Channel

[Food Network](#) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring and empowering through its talent and expertise. Food Network is distributed to more than 100 million U.S. households and averages more than 9.9 million unique web users monthly. Since launching in 2009, *Food Network Magazine* has tripled its rate base and delivers a circulation of 1.25 million. Headquartered in New York, Food Network has a growing international presence with programming in more than 150 countries, including 24 hour networks in Great Britain, India, Asia and Africa. [Cooking Channel](#) is an entertainment brand dedicated to today's passionate food lover. For food people, by food people, Cooking Channel is the answer to a growing hunger for more content devoted to food and cooking in every dimension from global cuisines to international travel, history and unconventional how-to's. Food Network and Cooking Channel are part of the media portfolio of Scripps Networks Interactive (NYSE: SNI), which also includes [HGTV](#), [DIY Network](#), [Great American Country](#), and [Travel Channel](#).

About Gilt City

Gilt City provides access to a broad range of local services at exclusive prices to its membership. Each sale lasts seven days and features many of a city's most sought-after restaurants, spas, concerts, cultural offerings and more. Gilt City is currently available in New York, Boston, Chicago, Miami, San Francisco and Los Angeles. A subsidiary of Gilt Groupe Inc., Gilt City is headquartered in New York City with local curators in each market. To find out more please visit giltcity.com.
