



Be Our Guest: James Beard Foundation Partners with Reserve to Offer Cutting-Edge Restaurant Reservation Management System

Media Contact

Gwen Steuart
Diane Stefani
The Rosen Group
212.255.8455

gwen@rosengrouppr.com
diane@rosengrouppr.com

~ James Beard House joins more than 800 restaurants across the country using the state-of-the-art mobile app service ~

NEW YORK, NY (October 11, 2017) – The [James Beard Foundation \(JBF\)](#), the nation’s prestigious culinary arts organization, is pleased to announce a partnership with [Reserve](#), a world-class restaurant reservation management system. Beginning October 11, the premier personalized hospitality technology platform will benefit guests in gaining access to coveted seats at the James Beard House by enhancing the overall digital booking experience. Guests can now book using Reserve for dinners taking place at the Beard House as of November 1.

“Partnering with a cutting-edge technology company to help streamline James Beard House reservations was key to our decision to partner with Reserve,” said Kris Moon, vice president of the James Beard Foundation. “Reserve’s user-friendly features and functionalities will provide members and non-members alike with an easy-to-use platform for booking seats while increasing the Foundation’s operational efficiency behind the scenes of the booking process.”

Since its launch in 2015, Reserve has seated over 24 million diners in all 50 states for 800-plus restaurants including some of the most buzz-worthy establishments. With more than 200 unique dinners a year in the heart of Greenwich Village, the Beard House will gain the ability to optimize seating and better understand its diners by using the Reserve system, allowing participants to enjoy an exceptional dining experience.

“Bringing new technology to such a revered institution as the Beard House is a great indication that things are changing in the restaurant technology space,” said Greg Hong, chief executive officer of Reserve. “Our partnership will enable the Foundation to better oversee floor management and

reporting capabilities, as well as provide chefs with information that will enable them to understand their guests more efficiently and comprehensively—ultimately leading to a better dining experience.”

By using Reserve, the James Beard Foundation will bring more benefits to chefs that extend beyond the experience of cooking at the Beard House. This includes providing pre-event reporting so chefs can understand the diners to the extent they would in their own restaurants.

Reserve, whose clients also include Blue Hill at Stone Barns, Carbone, Cúrate, Frontera Grill, Lord Stanley, Manresa, Mission Chinese Food, Russ & Daughters, and the Fabio Trabocchi Group, among others, will also allow the Foundation to provide online early access to members of JBF for seats at sought-after Beard House dinners. For more information go to <https://www.jamesbeard.org/events?category=Dinner&month=11>.

About Reserve

Reserve is a world-class [restaurant reservation management system](#) offering services to more than 800 restaurants in all 50 states. With more than 24 million diners seated since launching in October of 2015, the state-of-the-art system is user-friendly and affordable for restaurants, while allowing customers to reserve tables in seconds via its app or website. Reserve allows users to discover the best restaurants in the city with a high-profile client list consisting of award-winning restaurants and hospitality groups such as Blue Hill at Stone Barns, Monteverde, Carbone, Kevin Rathbun, Cúrate, Eataly, Frontera Grill, Josef Centeno Group, Lord Stanley, Russ & Daughters, and more. For more information, please visit <https://reserve.com> and follow Reserve on Instagram, Facebook, and Twitter at @Reserve to stay in the know.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation celebrates, nurtures, and honors chefs and other leaders making America's food culture more delicious, diverse, and sustainable for everyone. A cookbook author and teacher with an encyclopedic knowledge about food, the late James Beard was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful, and delicious food. Today JBF continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains the historic James Beard House in New York City's Greenwich Village as a “performance space” for visiting chefs. For more information, please visit jamesbeard.org. Get food news, recipes, and more at the James Beard Foundation's [blog](#), or subscribe to the free digital newsletter [Beard Bites](#). Follow @beardfoundation on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and Snapchat. Watch the James Beard House Kitchen Cam, James Beard Awards, and more on the Foundation's [Livestream](#) channel. Find more JBF-related video on the Foundation's [YouTube](#) channels.

