



Announcing Culinary Insiders LLC- Corporate Division All the Right Ingredients....

NEW YORK, November 1, 2006 - Culinary Insiders, LLC is proud to announce the launch of our new company division: Culinary Insiders – Corporate. Due to tremendous interest from our members and clients, Culinary Insiders has created a B2B branch of the company for corporate events, product launches, client entertainment and strategic marketing.

Culinary Insiders is currently the hottest event management and marketing boutique agency aligned with the movers and shakers in the food and wine industries. Board members boast the world's renowned chefs such as Daniel Boulud, Kerry Heffernan, Mauro Macciono, Drew Nieporent and Jean-Georges Vongerichten.

With a solid understanding of the trends and developments in food and wine industries, Culinary Insiders maintains relationships with both traditional and the most fashionable restaurants, caterers, chefs, schools, and culinary ventures. Exotic “hidden gem” venues and spaces are discovered even before they are open to the public. Culinary Insiders – Corporate provides opportunities to meet the country's most prestigious chefs who divulge trade secrets on ingredients and techniques as well as menu selection. A new world is suddenly open for clients that introduces them to exclusive culinary experiences that are unmatched in the food and wine markets.

Culinary Insiders – Corporate clients will enjoy all of the same benefits and privileges as the Culinary Insiders consumer group such as:

- Access to restaurant openings
- Intimate and customized parties with top chefs
- Kitchen tours
- Behind-the-scenes access to private and exclusive culinary events
- Special travel opportunities

In addition to these benefits, we develop and combine creative corporate event solutions with marketing strategy and brand development. Tailored and customized programs are created to meet the objectives and requirements of each corporate client.

Now that's “Blended Marketing” ...

Who are the Culinary Insiders?

Culinary Insiders are a savvy group of cultured young professionals with seasoned palettes and a passion for food. Based in New York City, we search the nation and abroad for the most exclusive, alluring and exciting culinary adventures. For more information and/or to become a member of the Culinary Insiders, please visit our website at www.culinaryinsiders.com.

The Board & Culinary Insiders Team

Our clients have direct connections and exclusive access to the best resources in the food, wine and entertainment industry. We are supported by an outstanding group of leaders and celebrity chefs. Our board includes investment and financial experts who seek to expand our company across the nation and abroad. We work with the masters of wine, top sommeliers, highly acclaimed designers, talented artists and producers trained in floral design, lighting, sound and ambiance. While most of our partners are very well established, we are constantly seeking new and innovative talent.

Culinary Insiders LLC, Board

- Daniel Boulud
Daniel Boulud is one of the world's most celebrated chefs. In his youth Boulud trained under some of his native France's most renowned chefs, including Roger Vergé, Georges Blanc and Michel Guérard, before eventually moving to the United States where his resume includes Le Régence and Executive Chef at Le Cirque. In 1993, Daniel opened Restaurant Daniel, which has been awarded four stars by The New York Times and listed as one of the ten best restaurants in the world by The International Herald Tribune. Boulud has followed his success with Café Boulud and DB Bistro Moderne in New York, Cafe Boulud in Palm Beach, Florida and most recently, Daniel Boulud Brasserie in Las Vegas. In keeping with his reputation as one of the industry's hardest working chefs, he has also authored five books and launched a line of mail-order products that include smoked salmon and caviar.
www.danielboulud.com
- Kerry Heffernan
Kerry Heffernan has presided as executive chef at Eleven Madison Park since its opening in 1998. Heffernan followed his graduation from the Culinary Institute of America with stages in Holland, Belgium, France and Austria and a year-long stint at Le Cygne in Geneva. His New York resume includes Montrachet, Le Régence, Bouley, Mondrian, One Fifth and executive chef at the Westbury Hotel's Polo restaurant. Kerry is active in numerous volunteer organizations, including Share Our Strength, City Meals on Wheels, Kids for Kids and the Central Park Conservancy. He is also a partner in Union Square Hospitality Group and is currently leading its new Hudson Yards Catering Division which will be an off-premise, fine dining catering business.
www.elevenmadisonpark.com
- Mauro Maccioni
Mauro Maccioni is the owner, ringmaster, and host of Osteria Del Circo. This eatery is the creation of restaurateur, Sirio Maccioni, his wife Egidiana, who is the supervising chef, and their sons Mario, Marco, and Mauro. Designed by Adam Tihany as a European carnival tent, the colorful decor of Circo is innovative, whimsical, and vibrant. But, unlike a circus tent, the restaurant is comfortable; the fabrics luxurious, and the custom-designed Italian

chairs deep and seductive. Mauro's father is famed restaurateur Sirio Maccione, proprietor of Le Cirque. Osteria Del Circo is located in New York City and Las Vegas.

www.osteriadelcirco.com

- **Drew Nieporent**
One of America's most respected and celebrated restaurateurs, Drew Nieporent is the owner of Montrachet, Tribeca Grill, Rubicon, TriBakery, Nobu, Nobu London, Next Door Nobu, Lucca, Pulse, and The Coach House. A graduate of the Cornell University School of Hotel Management, Nieporent started his career in management at New York City's Maxwell's Plum and Tavern On The Green. His restaurants have received countless awards. Drew's many personal honors include induction into "Who's Who of Cooking in America", Man Of The Year from The Food & Beverage Association, the James Beard Foundation Humanitarian of the Year Award, and Restaurateur of the Year from Bon Appétit Magazine. Drew serves as a Director of the American Institute of Wine and Food, an Honorary Chair on the City Harvest Food Council and is on the board of Citymeals on Wheels.
www.myriadrestaurantgroup.com
- **Jean-Georges Vongerichten**
Reputed for his innovative and groundbreaking cuisine, Jean-Georges Vongerichten has emerged as one of the country's leading chefs. Acclaimed by critics as "formidably gifted", a "residential genius" and the "enfant terrible of modern French cooking", his culinary vision has consistently set new standards and helped define today's generation of cooking. Jean-Georges Restaurant in the Trump International Hotel and Tower received a four star review from The New York Times less than three months after opening. His other extraordinary ventures include Jo J, Mercer Kitchen, Vong, 66, Space Café, Perry Street, Vsteak, Prime Steakhouse in Las Vegas, Dune in The Bahamas, Market in Paris and JG in Shanghai. Vongerichten currently holds an unprecedented total of twelve stars from The New York Times for his four New York City restaurants, JoJo, Vong, Jean Georges and The Mercer Kitchen. In 1998 Jean-Georges was awarded three medals at the James Beard Restaurant Awards for Best New Restaurant, Outstanding Chef, and Who's Who of Food & Beverage.
www.jean-georges.com

About Culinary Insiders - Corporate

Culinary Insiders have partnered with Lisa Stillerman to lead this venture. Lisa is a former partner of The Culinary Loft, an event management firm. Lisa's background, cuisine sensibilities, creative talent and business know-how lend itself well to the Corporate Division. An entrepreneur, VC investor and former Executive-VP in marketing and brand management in the B2B, national and consumer sectors, Lisa understands and appreciates the value of client service. For over 15 years, Lisa's career spanned media, event planning, brand management and marketing for Fortune 500 companies such as JPMorgan Chase and Gannett as well as Fleishman Hilliard, Morgan Stanley, Food Network, Johnson & Johnson, Kraft Foods, Ketchum Public Relations, General Motors, Sears, MasterCard, and MBNA.

What We Provide

Culinary Insiders - Corporate is a full service event management and marketing company. We create innovative events and experiences in unique environments.

Our specialty is in creating an event that will bring together marketing, networking and PR needs with an amazing culinary production.

Our unique ability to utilize and provide direct access to the culinary and wine masters throughout the world ensures the most exciting and cutting edge experience for our clients.

Services

- Event & Program Development and Production
- Strategic Marketing, PR, Brand Building and Positioning
- Brand Integration, Brand Recognition and Grass Roots Support
- Event Creation, Management and Planning including:
 - Design and Décor, Venue Selection and Menu Design
- Educational Series:
 - Interactive Cooking Events and Wine Tastings
- Live Cooking Demonstrations
- Corporate Team Building Events
- Product Launches and Media Events
- Product Placement and Sampling
- Management and Marketing Consulting

Clients

Our clients come from a variety of industries including advertising, finance, public relations, publishing, film and video, marketing, food, wine, pharmaceutical, consumer products and services, and non-profit.

Client Accolades

"The best corporate events we have ever had. Please invite me to more."

-- C- Level executives at Morgan Stanley

"One of the most creative and successful entrepreneurs I have ever met."

-- Brand Manager at Kobrand

"Everything Lisa touches turns to gold. One of the top fundraisers we have ever had."

-- Chairman of the Lower East Side Girls Club

"Thanks for being a rain maker."

-- Host of the Food Network's Surreal Gourmet

"We could not have done it without you."

-- Taste Caterers

Highlights of the past year

- Culinary Insider's Consumer Division launch party was held September 2004 at Daniel in New York City. A specially designed menu was offered as well as hors d'oeuvres at numerous food stations. Champagne and wine flowed, generously sponsored by Kobrand, the prestigious wine and spirits company. The Culinary Insiders hosted kitchen tours and Q&A sessions with Daniel throughout the evening.
- In May, Culinary Insiders hosted a trip to Las Vegas and stayed in the Wynn Las Vegas Hotel to celebrate the opening week of the Steve Wynn mega-resort. Our members enjoyed interactive cooking classes and an insider's culinary tour of Daniel Boulud's new restaurant, Daniel Boulud Brasserie in the Wynn Las Vegas Hotel. We dined with some of the top chefs, participated in hands-on cooking demonstrations as well as a food and wine festival and took private kitchen tours of spectacular homes.
- A JPMorgan Chase Bank business party celebrated the pre-opening of Mauro Mafri's Lo Scalco Restaurant in Manhattan's trendy Tribeca district. Clients mingled in a private wine cellar and sampled the restaurant owner's favorite wines and food delights. Guests also enjoyed tours of the facility that highlighted its stunning architecture.

For more information and event details, please contact us:

Lisa Stillerman and Lisa Mamounas

Tel: 212.330.9080

Fax: 212.330.9086

Email: corporate@culinaryinsiders.com

Web: www.culinaryinsiders.com