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2008: The Year of Spanish Cuisine with Chef José Andrés

Washington, DC [January 4, 2008] – A new year has arrived and celebrated chef **José Andrés** has one sweeping goal for 2008: Make this year **the Year of Spanish Cuisine**. From a new television show (***José Made in Spain*** on public television), to a new project in Los Angeles (designing the food and beverage program for SBE's "**SLS at Beverly Hills**" hotel), to a cookbook (***José Made in Spain***, Clarkson Potter, Fall 2008), José takes Americans on an exploration into the flavor, innovation and character of Spanish cuisine and culture, redefining its role in the everyday lexicon of cooks and diners alike.

"Spanish cuisine captures both tradition and modernity, offering unique ideas in cooking and eating. My goal for 2008 is to bring albariño, pimentón and Ibérico ham into the homes of cooks across America, while inviting them to sample the innovation and creativity Spain is known for," says José. "I ask that embracing Spanish cuisine be the aim of every American diner this year!"

Already a driving force of Washington's culinary landscape with his popular Jaleo tapas restaurant and his award-winning minibar by José Andrés, not to mention several other dining destinations and cookbooks, José is set to spread the spirit of Spanish cuisine from coast to coast.

To accomplish his goal, José has put together a list of his top three **New Year's Resolutions**:

1. Travel more: *Explore Spain*

"Spain is a wonderful place, rich in culture and culinary history. I want to show viewers around my home country, and urge them to explore it themselves."

Plan your schedule accordingly or set your Tivo for a visit to some of Spain's most fascinating and delicious locales with José on his new television program, ***José Made in Spain***, premiering **February 2 on public television** (check local listings). Each episode visits a treasured Spanish location, where José travels to markets, farms, the ocean and other sites associated with Spanish cuisine to visit with food artisans, cooks and restaurateurs. José may find himself in the mountains with a goat cheese maker, on a boat fishing for tuna or in the fields picking padron peppers. See Spain, get inspired to pick up that paella pan, and learn how easy it is to prepare a dish imbued with the culture, tradition and flavor of Spain.

2. Try something new: *Experience hotel dining in a whole new way*

"I chose Los Angeles for its exciting, multicultural pulse and wealth of fantastic local ingredients. But moreover, it's a city always ready for something new and not afraid of creativity. It's the perfect city for introducing a groundbreaking way to approach hotel dining."

José is set to make hotel dining a true experience in 2008. For his new venture with **SBE Hotel Group, SLS at Beverly Hills** (opening this summer), José will present a spectacular range of innovative experiences created to change the way people think about hotel dining. The Philippe Starck-designed hotel's public lobby, called "The Bazaar," will allow guests and visitors to sample José's tantalizing food and drink options at an array of dining outposts: serving everything from tapas to caviar to cotton candy.

3. Eat right: *Shift the focus to vegetables*

"Oftentimes vegetables are an afterthought on menus. I want to show diners how by approaching vegetables with a Spanish mindset, you can create something spectacular with vegetables at the heart of the meal."

In Spanish kitchens, vegetables are given their due. Spaniards eagerly await the season for produce such as the famous white asparagus of Navarra, in addition to preparing dishes like escalivada where the focus is on the vegetable. On his show ***José Made in Spain*** and in the companion cookbook, José will show Americans how to make the most of fruits, vegetables, and healthful oils with delicious, easy-to-prepare Spanish recipes. At one of the myriad dining outlets inside the upcoming **SLS at Beverly Hills**, the spectacular produce of California takes center stage - with a Spanish touch - via a luxurious and luscious menu that makes vegetables the main attraction.

José Made in Spain episodic details, images, and further background on SLS at Beverly Hills, as well as interviews with José are available upon request. Visit www.josemadeinspain.com and www.sbeent.com for future updates.

