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EAST & WEST, A NEW DINING AND LOUNGE CONCEPT FROM CHINA GRILL MANAGEMENT, SET TO OPEN AT YOTEL NEW YORK

A Unique New Space to Eat, Drink, Meet, Work, Watch and Play Opening on April 7th

New York, NY (April 7, 2014) – Hospitality group China Grill Management (CGM) introduces East & West, a flexible and stylish space where guests can eat, drink, meet, work, watch and play at YOTEL New York. The venue will offer a variety of experiences for guests from laptop-friendly communal tables, lounging areas and comfortable counter seating for solos to a casual dining area and private meeting spaces. East & West will allow guests to break from the confines of traditional fine dining by offering an approachable multi-purpose hub that suits the needs of an eclectic guest base. The destination is a perfect place to grab a bite, sip after-work cocktails or enjoy daytime meetings in a relaxing environment. Modeled after a business class airline lounge, East & West connects the near to the far with a menu that pays homage to the best of the eastern and western worlds—two distinct geographies and cuisines connected through 21st century travel and technology.

The menu, created by Executive Chef Bradley Day, will offer shareable small and large plates including from the West: Crab Stuffed Deviled Eggs with blue crab & horseradish mustard (\$6), Swine Candy, prepared from spiced & candied Smithfield bacon (\$6), Long Bone Short Rib Pot Roast with fresh horseradish & truffled popover (\$29); and from the East: Tori Dango Chicken Meatballs with crispy rice crust & spicy ponzu (\$12), Kimchee Fried Rice with crispy fried egg (\$11) and NY Strip Steak, soy and papaya marinated, served with wasabi mashed (\$34). Additional offerings will include snack, burgers, sushi rolls, salads, sandwiches and pastas ranging from \$3-\$17. To finish the meal, an irresistible tray of our daily selection of house-made parfaits will be presented and served tableside. At only \$3 each, they make the perfect ending to any meal.

An exciting cocktail list prepared by on-staff mixologist Steve Magliano will include - Paddington Punch Appleton estate rum, orange marmalade, cinnamon & lime served on the rocks; Coco Maya Patrón Silver tequila, Kai Young Coconut Shochu, Amaro Ciociaro, cacao nibs & mole bitters with a salt & ancho pepper rim from the West; and Tsunami nori-infused Beluga vodka & citrus brine with black lumpfish caviar kettle

chip; Japanese Maple Yamazaki Japanese Whiskey, apple, maple syrup & lemon served on the rocks with a swine candy garnish from the East.

Great effort was taken with the concise wine list to source varietals that best compliment the dualistic nature of the menu. To suit the small plates format, an ample selection of half bottles and wines by the glass will be on offer in addition to full-sized bottles. “We are thrilled to be partnering with YOTEL to bring East & West to the heart of Manhattan’s up-and-coming neighborhoods of Hell’s Kitchen and Times Square West,” says Christopher Russell, Director of Food & Beverage for CGM at Yotel. “We are looking forward to becoming that go-to spot for our neighbors to grab a bite, get some work done and enjoy amazing cocktails with friends.”

In addition to East & West, the CGM team will oversee food & beverage throughout the property. The former Dojo restaurant space will re-launch this spring as a dedicated private events and function space. The Terrace, New York’s largest outdoor hotel space, will soon be announcing a new programming line-up starting this spring and featuring a rotating list of events and activities that span the seasons and embrace the core elements of a true Manhattan experience. Last, but certainly not least, the wildly popular YO! Brunch will maintain its reign as a Manhattan \$40 fixed price staple on Saturday and Sunday afternoons, feasting on an updated menu by the CGM team as well as delicious new cocktails.

“YOTEL New York is pleased to be partnering with China Grill Management to deliver a one-stop destination for dining, leisure and entertainment,” comments Claes Landberg, General Manager of YOTEL New York. “We are looking forward to launching East & West, providing guests and locals an ideal venue for experiencing New York in an inventive, yet accessible way.”

About China Grill Management

With multiple locations worldwide, including outposts of the successful Asia de Cuba and China Grill brands, China Grill Management (CGM) and its affiliates continue to produce some of the most original, critically acclaimed and wildly popular dining destinations in major cities across the globe. Founded over twenty-five years ago by celebrated restaurateur Jeffrey Chodorow, CGM restaurants have been featured in The New York Times, InStyle and Bon Appetit (just to name a few) and have won awards ranging from Esquire Magazine's "Best New Restaurant" to Zagat Survey NYC's "most popular nightspot." By uniting the culinary ingenuity of world-class chefs, atmospheres crafted by internationally renowned designers and the highest standards of service, CGM's mission is to create an unrivaled and unforgettable dining experience for every single guest. It is this combination of uncompromising vision and gourmet expertise that has earned CGM a phenomenal reputation as a trendsetter at the vanguard of dining.

About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sq.ft .VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sqft of flexible entertainment space with partner China Grill Management that includes East & West in the Club Lounge, Dojo event space and New York's largest outdoor hotel terrace and Studio for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

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