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## Alain Ducasse Celebrates the 100<sup>th</sup> Anniversary of Paris's Original Benoit

*Festivities to take place at Benoit New York throughout the year*

*"There is no restaurant more bistro-like and more Parisian than Benoit. I have very special ties to this beautiful establishment because of its generosity; it has so many delicious stories to tell. Benoit is all about conviviality, memories, and a shared pleasure around the table. It shows a certain lifestyle and tradition, that both have very bright futures."* Alain Ducasse

**(NEW YORK, NY) MARCH 29, 2012** Two thousand and twelve officially marks the 100<sup>th</sup> anniversary of Benoit Paris, which first opened its doors in 1912. A vibrant address with a long tradition of "joie de vivre," it was purchased by Alain Ducasse Entreprise in 2005, and the spirit and soul of the restaurant was transported to Tokyo the same year. Le Comptoir de Benoit in Osaka and Benoit in New York followed in 2008.

Named after its founder Benoit Matray, the restaurant remained in his family for 93 years, spanning three generations, until Matray's grandson, Michel Petit, sold it to Alain Ducasse Entreprise. Like the original, Benoit New York echoes the warmth and feeling of an authentic Parisian bistro, from the red leather banquettes, large mirrors and beautiful 'trompe-l'oeil' ceiling, to the casual-yet-classic style of service. Drawing influence from Benoit's repertoire of 50-to-100-year-old recipes that originated from la Mère Marie's secret recipe book and have become the hallmark of Benoit, Chef Alain Ducasse and Executive Chef Philippe Bertineau have brought bistro fare into the 21<sup>st</sup> century with modern technique and a lighter hand, keeping in mind the magic of the original establishment. And one hundred years later, the beautiful story continues...

The restaurant will celebrate its centennial with a premiere anniversary dinner on Thursday, May 3<sup>rd</sup>. Guests will be invited to enjoy interpretations of bistro classics prepared by Chefs Michael Anthony (Gramercy Tavern), April Bloomfield (The Spotted Pig, The John Dory Oyster Bar, The Breslin Bar & Dining Room) and Michael White (Marea, Ai Fiori, Osteria Morini), who will be joining Benoit's Executive Chef Philippe Bertineau and Pastry Chef Jerome Husson, along with Alain Ducasse. Extending the festivities, contests and social media campaigns will take place throughout the year. A special 100<sup>th</sup> anniversary logo, designed by Pierre Tachon, who also designed Alain Ducasse's signature "Cookpot," has replaced the standard logo on guest checks, the restaurant's website, and social media channels.

Benoit's bistro values will be delicately threaded into celebrations throughout the year. Information about scheduled initiatives commemorating 100 years of authentic bistro fare are as follows:

### **MARCH**

- **100<sup>th</sup> Anniversary Menu:** Paying homage to the original Benoit Paris, a seasonal three-course \$75/per person menu, including a glass of La Caravelle Champagne (excluding tax and gratuity) will be offered throughout the year for dinner only. The first menu is available now and features

classic dishes revisited that include *Duck Foie Gras Terrine, Parisienne brioche; Seared Day Boat Scallops, Grenobloise; Filet Mignon, bone marrow, Bordelaise;* and *Profiteroles with vanilla ice cream and warm chocolate sauce.*

#### APRIL

- **April 20<sup>th</sup>, and every twentieth day of the month thereafter:** Benoit New York will give away 10 delicious prizes throughout the year to commemorate the anniversary and as a “thank you” to loyal patrons. One winner will be randomly selected from a business card drawing every 20<sup>th</sup> of the month from April 20, 2012 until November 20, 2012 and two winners will be drawn on December 20, 2012. Prizes may include dinner for two at Alain Ducasse’s flagship restaurant Adour in The St. Regis hotel in New York, one year membership to Benoit’s seasonal pâtisserie-à-porter, a copy of *Paris vs. New York: 100 postcards* by Parisian graphic designer Vahram Muratyan which compare the striking differences between two great cities, New York and Paris, and a set of porcelain Cookpots designed by Alain Ducasse and Pierre Tachon, or a signed copy of Alain Ducasse’s latest cookbook *Nature: Simple, healthy, and good*. A grand prize of dinner at Benoit Paris, round-trip airfare to Paris with Air France, and a two night stay at a Châteaux & Hôtels Collection address, will be given away during the final drawing on Thursday, December 20<sup>th</sup>. To enter, guests may drop their business card into the drawing mortar which will be displayed in Benoit’s main dining room.
- **100 Things to Love About Benoit:** Starting in April, and every week thereafter, the restaurant will share two items from a list of “100 Things to Love About Benoit,” compiled by its staff, on Benoit New York’s [Facebook](#) page. Each post, sometimes accompanied by a visual component, will reveal “family secrets” and information about dishes and treasured moments, meant to convey the spirit of Benoit.

#### MAY

- **100<sup>th</sup> Anniversary Dinner:** The 100<sup>th</sup> anniversary dinner will take place on Thursday, May 3<sup>rd</sup> at Benoit New York. Guests will experience a five-course, \$100 per person menu (excluding beverages, tax and gratuity) prepared by chefs and 2012 James Beard Awards finalists Michael Anthony, April Bloomfield, Michael White, along with Benoit’s Philippe Bertineau and Chef-Creator Alain Ducasse. Rendered interpretations of classic Benoit dishes inspired by the acclaimed chefs will be served. Twenty-five percent of all proceeds will be donated to Robin Hood, an organization that finds, funds and partners with more than 200 programs to alleviate problems that cause poverty in New York City.
- **Vahram Muratyan Exhibit at Benoit:** From May through August, Benoit New York will be home to a temporary exhibit of Paris based graphic designer Vahram Muratyan’s collection of illustrations from his book, *Paris vs. New York: A Tally of Two Cities* “dedicated to all lovers of Paris, of New York, and to those who are torn between the two.”

#### About Alain Ducasse ENTREPRISE

Alain Ducasse Entreprise devotes itself with passion to the culinary pleasures and arts of hospitality in order to answer to the needs of its varied, mobile and international customers. The group keeps on developing new ideas and ensuring their circulation. This constant search for excellence relies on the particular talents of the men and women of the group, on the utmost quality of its products and on a complete knowledge of modern technologies. At the head of his group, Alain Ducasse is at once a chef-creator, and an entrepreneur. As creator, he insists on offering a cuisine that is just right; as an entrepreneur, he implements a modern economic model, the transmission of his knowledge and a relevant vision of the food service and hospitality industry.

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