

Denihan

DENIHAN HOSPITALITY GROUP: THE ART OF HOSPITALITY

DENIHAN HOSPITALITY GROUP APPLIES SUCCESSFUL DEVELOPMENT STRATEGY TO RESTAURANTS

A close relationship with celebrity chefs plus singular operations focus cooks up success for the boutique-hotel group

(June, 2011) NEW YORK—As Denihan Hospitality Group continues to expand its hotel portfolio, it is also expanding its reputation for launching innovative restaurants. By partnering with some of the world's most creative celebrity chefs—among them Daniel Boulud, Marcus Samuelsson, David Burke, Geoffrey Zakarian and Art Smith—it is providing a sublime culinary experience for both guests and locals who are hungry for exciting new options for dining and entertaining.

"Denihan is leading the industry in its ability to create and maintain highly successful restaurants with star chefs in its hotels," said Sims Foster, Vice President of Restaurants and Bars for Denihan Hospitality Group. "We are able to launch strong new dining concepts that really resonate with the consumer while reflecting the personality and neighborhood of the hotels they anchor."

Foster, a respected restaurateur, served as a consultant for Denihan for two years prior to joining the company full time in December 2010. He is now charged with driving Denihan's restaurant strategy and success. His extensive contacts and phenomenal track record have put Denihan in the enviable position of having star chefs actively seek involvement in new Denihan projects rather than waiting to be wooed.

In his newly created role, Foster focuses on the concept, development and management of celebrity-chef driven restaurants and bars, as well as overseeing the catering, room service and food & beverage operations for Affinia and The James brands, along with Denihan's individual properties, which include The Surrey and The Benjamin in New York, and the Royal Palm in Miami's South Beach.

Foster's influence can be felt at The National, the James Beard Award-winning grand cafe in The Benjamin Hotel in midtown Manhattan, and Jimmy, the newly-opened rooftop bar at The James New York in Soho. He has also overseen the operations of Chef Marcus Samuelsson's C-House at Affinia Chicago, and the opening of Chef Art Smith's Art & Soul at the Liaison Capitol Hill, an Affinia hotel, in Washington D.C.

C-Level Priority

With revenue from its collection of restaurants soaring, the restaurant business has become increasingly significant, both for the privately-held company and for the owners of the properties under Denihan management. Still, it is challenging, costly and often risky to create a successful new restaurant, even with a marquee chef.

"Many hotel owners find out the hard way that running a successful restaurant isn't as simple as hiring a celebrity chef—presuming one can be landed—and giving him free reign," Foster said. "Many star chefs juggle multiple projects and either don't have the time, skill or the inclination to provide day-to-day operational support for the restaurants they've created. That is not the approach we take. At Denihan,

our operations teams are involved from the beginning, at the conceptual stage, through interior design and construction, menu development and sourcing, marketing and promotion. Then, once a restaurant opens, we remain closely involved on a day-to-day basis, continually refining and evolving."

This formula has given Denihan, a hotel company of modest size—13 properties-- the ability to attract and retain talent, "whether they're already stars with massive followings or up-and-comers," Foster said. "It has also gotten the attention of hotel owners and REITs who understand the impact a thriving, well conceived and well executed restaurant can have on a hotel's bottom line."

The newest restaurant in the Denihan collection is the David Burke Kitchen at The James New York in Soho, which debuted in February. Next up is what Foster calls "a substantial, experiential concept with partners that are highly sought after in the Miami market" for the Royal Palm, the latest addition to Denihan's portfolio of boutique lifestyle hotels. After a major renovation, the hotel will reopen as The James Royal Palm, Miami Beach in 2012.

About Denihan Hospitality Group

Denihan Hospitality Group is a privately-held, full-service hotel management and development company that owns and operates 13 boutique hotels in major urban markets in the U.S. Over the past 50 years, the Denihan family has built a world class lodging investment platform within the boutique hotel space, creating value by acquiring, repositioning and managing independent hotels. The Denihan portfolio includes properties operating under The James and Affinia Hotels brands, as well as Manhattan luxury independents, The Surrey and The Benjamin, and affiliates including the Royal Palm in Miami. The company's uniquely guest-centric approach, refined through three generations of Denihan leadership, has made it an industry leader in hospitality, property and restaurant development, as well as hotel operations, management and marketing. More details can be found at www.denihan.com.

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