

## ***Le Cirque and the Fresh Flavors of GREY GOOSE Vodka Pop Up on the Lower East Side***

*French icons Le Cirque and GREY GOOSE Flavors join The Feast for a unique penthouse Pop-Up Restaurant experience August 23-26, 2011*

FOR IMMEDIATE RELEASE (New York, NY, August 3, 2011) – On August 23<sup>rd</sup>, 2011, the Guerrilla Culinary Brigade will partner with 2-star Michelin Chef Craig Hopson of Le Cirque and GREY GOOSE Flavored Vodkas to present **The Feast**, their renowned pop up restaurant series. **"The Feast: L.E.S Cirque,"** will be a casual downtown interpretation of New York's most famous restaurant and will take place in the 10,000 square foot indoor/outdoor penthouse of the Hotel on Rivington (107 Rivington). Famed mixologist, restaurateur and author, Nick Mautone, will work with Chef Hopson to create cocktail pairings inspired by the chef's culinary vision and incorporating the GREY GOOSE La Poire, GREY GOOSE L'Orange and GREY GOOSE Le Citron flavored vodkas.

Each night, Chef Hopson will work with a different seasonal ingredient including lobster, watermelon, sweet corn, and heirloom tomatoes to create a four-course family style meal. Every dish will incorporate the "theme" ingredient of that evening and paired alongside a Grey Goose Flavors Cocktail that will also feature the same ingredient. The selected ingredients will be released prior to the event, with that day's menu released to attendees each morning. The Pop Up Restaurant will be designed by DeVinn Bruce, who will marry the elements of fresh fruits and vibrant colors reminiscent of the Grey Goose Flavors with a schematic designed to invoke the feelings of Sirio Maccioni's grandson's downtown restaurant, "a true table in heaven where the next generation of Maccioni's would entertain the glitterati of the current era." Classic elements such as plates used in the original Le Cirque will also be utilized to pay homage to the original in this extraordinary space.

Alan Philips and partner Jason Appelbaum, co-owners of the Guerilla Culinary Brigade, chose to partner with Le Cirque because, "It is the quintessential New York restaurant and to be able to reinterpret their experience as a 'pop up' is a once in a lifetime opportunity. Sirio Maccioni and his family encompass the ideals of the Guerrilla Culinary Brigade. For the past 40 years he has been the consummate host, creating special experiences for his patrons and friends. This is exactly what we aim to do with Guerrilla Culinary."

The French origins of Grey Goose made the brand a natural fit, as well. "We are excited to partner with a like-minded brand whose style and sophistication integrate perfectly with the experience we are trying to create," said Alan Philips. "Both are French icons and with the cocktails mixed up by industry veteran Nick Mautone, we have rounded out the perfect feast for our guests."

Chef Hopson will draw on his tremendous talents and experience working at restaurants such as “Picholine” with Terrance Brennan where he was awarded 2 Michelin Stars & 3 stars from the New York Times. He also served as executive chef at New York landmark “One if by land, two if by Sea” until stepped into the shoes of culinary legends such as Daniel Boulud, Pierre Schaedelin, and Christophe Bellanca.

Nick Mautone will channel his years of innovative cocktail making and restaurant experience, having worked with Danny Meyer and Tom Colicchio at Gramercy Tavern and subsequently partnering with Don Pintabona of Tribeca Grill fame among others, to work with Chef Hopson to create pairings that stand alone and elevate the dining experience.

From August 23–August 26, *The Feast: L.E.S Cirque*, will feature a four-course dinner accompanied by Grey Goose Cocktails at 8PM for \$95 plus tax and service (\$125). Reservations go on sale August 8 at [thepopuprestaurant.com](http://thepopuprestaurant.com)

**GUERRILLA CULINARY BRIGADE** is a hospitality company founded by Alan Philips and partner Jason Apfelbaum specializing in GUERRILLA CULINARY, a form of irregular restaurant or gastronomic event. The brigade is a group of foodies including, but not limited to, chefs, restaurateurs, and creative types that use underground culinary tactics along with extraordinary imagination, the element of surprise, and astonishing mobility to construct one-of-a-kind, memorable culinary and social moments. The idea for ***The Feast*** came from **Alan Philips’** passion for combining food, drinks, and entertainment to create unparalleled hospitality experiences. The mission of ***The Feast*** concept is to create memorable gastronomic and social flashes that exist for a moment and then vanish. The evenings are set up like a magnificent dinner parties, where guests are encouraged to interact and share their passions.

### **GREY GOOSE® VODKA AND FLAVORED VODKAS**

Every aspect of the creation of GREY GOOSE® is focused on crafting the World’s Best Tasting Vodka. The creation of GREY GOOSE begins with the very best ingredients from France, soft winter wheat from le grenier à blé (the breadbasket of France) and spring water from Gensac that is naturally filtered through Grande Champagne limestone. Then a unique distillation process brings out the naturally superior characteristics of these ingredients. From field to bottle, the expertise of the Maître de Chai (Cellar Master) ensures an unparalleled smoothness and exceptional taste. The GREY GOOSE portfolio is comprised of GREY GOOSE Vodka, GREY GOOSE La Poire, GREY GOOSE L’Orange and GREY GOOSE Le Citron flavored vodkas. Over the past 10 years GREY GOOSE Vodka has helped charities to raise over \$1 billion dollars.

### **BACARDI U.S.A., INC.**

Bacardi U.S.A., Inc. is the United States import and distribution arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States

including BACARDI® rum, the world's favorite and best-selling premium rum, as well as the world's most awarded rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S® Blended Scotch Whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; CAZADORES® 100 percent blue agave tequila, the number-one premium tequila in Mexico and a top-selling premium tequila in the United States; MARTINI® vermouth, the world-leader in vermouth; and other leading and emerging brands. For additional information, visit [www.bacardiusa.com](http://www.bacardiusa.com).

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