

For Release at Will

For Additional Information
Contact Mary Anne Farrier
801- 239-2407

GASTRONOMY INC.

FACT SHEET

- Gastronomy, Inc. owns and operates eight restaurants and three fresh fish markets in Salt Lake City:
 - ~**Market Street Grill**/Cottonwood, Downtown, South Jordan, and University
 - ~ **Market Street Oyster Bar**/Cottonwood, Downtown, and South Jordan
 - ~ **Market Street Fresh Fish Markets**/Cottonwood, South Jordan, and University
 - ~**The New Yorker**
- Gastronomy also owns and leases office space in historical buildings:
 - ~Ford Motor Building ~New York Building
 - ~Firestone Building ~Salt Lake Hardware Building.
- The company employs more than 650 people.
- Gastronomy was founded in Salt Lake City when the New Yorker opened in 1978.
- Principals in the company:
 - ~John Williams ~Tom Guinney.
- The company serves:
 - ~More than 955,000 guests annually
 - ~Over 1,000 pounds of fresh fish daily
 - ~1,200,000 oysters annually
 - ~600 gallons of Market Street's Famous Clam Chowder daily
- Website: www.ginc.com

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GASTRONOMY, INC.

Gastronomy, Inc. has helped change the face of Salt Lake City. For over three decades, the vision of its partners - John Williams and Tom Guinney - has resulted in Utah's premier restaurant company. Gastronomy has transformed not only local dining habits, but also the appearance of the downtown area. Where once frozen haddock was the only fish available on Salt Lake City menus, Gastronomy now serves fresh fish and shellfish from the world's oceans and streams to nearly one million diners who visit their eight restaurants and three fresh fish markets every year. Where once stood dilapidated, boarded up buildings, now stand bustling restaurants and centers of entertainment and commerce.

Gastronomy's approach to business is the fusion of renovated historic properties with the concept of contemporary dining. Their first venture in 1978, the New Yorker, gave new life to the condemned 1906 New York Hotel. The partners correctly perceived that Salt Lake City was ready for a fine dining concept featuring fresh seafood beautifully prepared and served in stunning surroundings. To achieve this vision, Gastronomy arranged for Delta Air Lines to fly fresh seafood to Salt Lake City on a daily basis.

Boosted by the immediate success of the New Yorker, the partners next opened the Market Street Grill and Market Street Oyster Bar on the main floor of the same New York Hotel building. And a similar imaginative transformation turned the historical 1930's Firehouse No. 8 into the Market Street Grill/University. Each of these restaurants is unique, not only providing the public with exciting dining options, but also revitalizing the areas in which they are located. In each instance, new businesses and energy have blossomed in the neighborhoods where Gastronomy has opened its restaurants.

The Gastronomy team plans new projects well into the future. As one property comes on line, other sites are being developed. An example of one of its commercial projects is the renovation of the 225,000 square foot Salt Lake Hardware Building for office space, which was
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completed in March 1996. The company also renovated the Ford Motor Building as commercial office space in 1999, an 85,000 square foot facility that was originally built by Ford Motor Company in 1923. Both buildings are listed on the National Register of Historic Places.

In 2000, Gastronomy opened the Market Street Grill, Oyster Bar and Fresh Fish Market in the Cottonwood Corporate Center at the south end of the Salt Lake Valley. The concept for the restaurants and fish market situated at this location replicates the Market Street Grill and Market Street Oyster Bar/Downtown, which are unanimous favorites of Salt Lake diners. Along with the two restaurants, the Cottonwood establishment features a Fresh Fish Market and deli, as well as private banquet rooms, exceptional outdoor patios and roof-top dining, complete with exceptional mountain and creekside views.

In February 2007, Gastronomy opened another location, this time in the southwest Salt Lake Valley. The new South Jordan location in the RiverPark Corporate Center features the same architecture and design as the Cottonwood facility and is comprised of a Market Street Grill, Market Street Oyster Bar, and Market Street Fresh Fish Market.

Growing from only a handful of employees, the firm now is a major force in Utah's important hospitality industry, employing more than 650 people. The company provides a variety of career opportunities for its staff, and many of the current management team began with the company as hourly employees. All employees are encouraged by the partners to advance through the corporation.

Gastronomy means "the art of good eating", and Gastronomy backs its name with the Gastronomy Guarantee which states, "Every Gastronomy restaurant is committed to providing hospitable service and delicious food. If we fall short of our goal, please contact the manager on duty and if we cannot correct the problem to your satisfaction, we will be pleased to buy your meal." This statement is a reflection of the company's confidence in its employees and in the quality of food they serve. Of course, the ultimate beneficiaries of Gastronomy's approach to business are the patrons. The restaurants have earned a well-deserved reputation as the best places to dine in Salt Lake City, an honor continuously confirmed by Zagat surveys. New Yorker Chef, Will Pliler, has been honored by Salt Lake Magazine as the Chef of the Year, was the recipient of their prestigious Lifetime Achievement Award, and he also received the Governor's Award for Culinary Excellence. Achievement has also been recognized beyond the state's

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borders. The Market Street Grill, for example, has been consistently ranked by *Restaurants and Institutions* magazine as one of the “Top 100 Independent Restaurants” in the country, and in 1998 the National Trust for Historic Preservation awarded Gastronomy with an Honor Award for its efforts in renovating and revitalizing buildings in downtown Salt Lake City. Other awards include the Governor’s Award for the Arts, the Utah Restaurant Association Golden Spoon Award, and the Entrepreneur of the Year award to name just a few. Gastronomy also plays an active role in community and arts related causes. The Utah Symphony, Ballet West, the Utah Opera Company and the Utah Aids Foundation are just a few among the many organizations that have benefited from Gastronomy’s commitment of time, money, and resources. During the 2002 Olympic Games, Gastronomy received international recognition as its restaurants played host to visitors, foreign dignitaries, and royalty from around the world.

However, innovation at Gastronomy hasn’t stopped with the company’s success; it continues on a daily basis. In typical style, the partners are always looking for improvements to menus and décor, marketing and promotional innovations, and opportunities to begin new ventures. They frequently travel around the nation and beyond in search of exciting ideas and ways to improve their operations, such as instituting a Frequent Diner program over ten years ago which has had enormous success. Patterned after the frequent flier programs used by the airline industry, customers earn points based on the dollars they spend in the restaurants. Guests are then rewarded for their patronage with gift certificates good at any Gastronomy establishment.

Gastronomy has also made a corporate commitment to programs aimed at protecting the environment. These programs include, but are not limited to: recycling, low energy lighting, compostable take-out containers, and eco-friendly maintenance products. That commitment will expand as new environmentally conscious business practices and products are developed.

Gastronomy continues to explore and discover new ways to make the traditional seem new, and the partners are always looking for sites where they can use their magic to create and construct exciting new centers of hospitality.

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MARKET STREET GRILL
Cottonwood ~ Downtown ~ South Jordan ~ University

Market Street Grill/Downtown

The Market Street Grill's downtown location is undoubtedly one of Salt Lake City's favorite places to dine. Located in the historic 1906 New York Hotel, which was renovated by Gastronomy in 1978, the Grill bustles seven days a week, from breakfast through dinner.

With seating for 200, the Market Street Grill is reminiscent of the grills of the 1930's with its long counter, white bead board, and black and white checked tile floors. The meals served at the Grill have been setting the standard in Utah for fresh seafood for nearly thirty years. A daily specials board boasts an impressive list of fresh fish flown in daily by Delta Air Lines. Fresh, wild salmon from Alaska and the Pacific Northwest, jumbo prawns, lobster from the shores of Maine, Ahi tuna from Hawaii, sole, halibut, oysters—the list of fresh seafood is endless.

But the real attraction is the magic that is performed in the display kitchen, where Market Street chefs turn the sea's bounty into beautiful meals. From Maryland Lump Crab Cakes to Oysters Rockefeller to Market Street's famous Clam Chowder, Market Street's menus offer a wide variety of taste-tempting, beautifully prepared dishes that satisfy the most discriminating of tastes. Fresh seafood, however, is not the only attraction at the Market Street Grill. Roast prime rib and an impressive selection of premium steaks are also popular specialties among Market Street Grill clientele, as is the affordable and popular "Early Bird Special" that is offered nightly, not to mention the delicious daily specials offered at breakfast, lunch, and dinner.

The Market Street Grill/Downtown begins bustling with activity in the early morning hours. Rated by Zagat as "Salt Lake City's Best Breakfast" and by *Utah Business* as "Best Power Breakfast," the city's business community enjoys indulging in omelets, fresh Belgian waffles, and classic eggs Benedict. Families and couples also enjoy the relaxed ambiance and value-priced breakfasts offered Monday through Saturday, as well as Sunday brunch.

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The cuisine of the downtown Market Street Grill offers something for everyone. Open for breakfast Monday through Friday at 6:30 a.m. and on Saturday at 8:00 a.m., lunch Monday through Friday from 11:00 a.m. and Saturday from noon, and dinner Monday through Friday from 5:00 p.m. and on Saturday and Sunday from 4:00 p.m. Sunday brunch is served 9:00 a.m. to 3:00 p.m. Locals, tourists, convention visitors, and skiers alike delight in savoring the delectable flavors of this famous Salt Lake City landmark. Complete liquor and wine service is available. Reservations are accepted. A private room is available for special events.

Market Street Grill/Cottonwood

In October of 2000, a second Market Street Grill was opened in the southeastern part of the city, located in the Cottonwood Corporate Center. Serving the same delicious fresh seafood and tender steaks as the downtown location, but with stunning views of the Wasatch mountains, the Cottonwood Market Street Grill also offers a Fresh Fish Market, Deli and Bakery, as well as creekside private dining rooms, an outdoor patio, and roof-top banquet facilities. Recognized by Zagat as South Salt Lake's best outdoor dining location, the Cottonwood Market Street Grill serves lunch Monday through Friday from 11:30 a.m., Sunday brunch from 9:00 a.m. until 3:00 p.m., and dinner Monday through Friday from 5 p.m. and Saturday and Sunday from 4 p.m..

Considered a premiere choice for parties and corporate events, the Market Street Grill/Cottonwood offers exquisite private dining accommodations for groups of up to 200. An adjacent outdoor terrace and creekside Garden Court offer space for an additional 150. The Top Deck, situated on the roof, provides a breath-taking setting for special events, with a view of the Wasatch Mountains and the Salt Lake City skyline.

Like its downtown counterpart, complete liquor and wine service is available and reservations are accepted.

Market Street Grill/University

Located in a renovated 1930's fire station near the University of Utah, and listed on the National Register of Historic Places, the Market Street Grill/University's upstairs dining room is reminiscent of a classic yacht cabin with mahogany and beech striped flooring, port hole

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lighting, and ceiling ribs that reflect the gunnels of a boat. Fresh seafood, tender steaks, and sandwiches, and salads are served in the dining room, the main floor counter, and the popular outdoor patio for patrons who enjoy lunch and dinner served with the freshest of ingredients. While the seafood here is the same high quality freshness as the downtown counterpart and also prepared in a high-energy display kitchen, what sets the menu apart at this University location is the preparation of seafood, steaks, and chicken all cooked to perfection on open mesquite broilers. During the summer months, the original garage doors of the historic fire station are opened wide and guests may dine on a tree-shaded patio. The Grill/University has received Zagat ratings of “tops” in seafood. It is one of Utah’s best spots for pre-theater and early bird dining, and is a favorite with University of Utah students and professors alike.

Serving lunch six days a week and dinner seven days a week, the Grill/University is a neighborhood restaurant with flair and style.

Complete liquor and wine service is available and reservations are accepted.

Market Street Grill/South Jordan

A fourth Market Street Grill, along with an Oyster Bar and Fresh Fish Market, opened in February 2007 in the southwest Salt Lake Valley in the RiverPark Corporate Center in South Jordan. The menus, architecture and design are reminiscent of the Cottonwood location. The Market Street Grill/South Jordan serves lunch Monday through Friday from 11:30 a.m., dinner service starts at 5:00 p.m. Monday through Friday and at 4:00 p.m. on Saturday and Sunday. Sunday brunch is served from 9:00 am to 3:00 p.m. Reservations are accepted. A semi-private banquet room is available for meetings and special events.

Literally, from soup to nuts, from fresh-baked to fresh-from-the-sea, the Market Street Grill restaurants offer not only exceptional value-priced dining, but a sumptuous selection of menu choices that will satisfy even the most discriminating of clientele. Recipients of numerous dining awards (Best Business Lunch, Best Seafood, Best Desserts), the Market Street restaurants are acknowledged as “Salt Lake’s Most Popular restaurants.” The Zagat Guide to American’s Top Restaurants says “nobody does it better when it comes to fish...dishing menus that consistently excel in all locations – and the legendary clam chowder is second to none.”

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MARKET STREET FRESH FISH MARKETS
Cottonwood, South Jordan & University

For those who prefer to dine or entertain at home, the Market Street Fresh Fish Markets located within the Market Street Grill/Cottonwood, South Jordan, and University attract customers from around the entire valley. The seafood display cases are packed with fresh seafood and shellfish flown to Salt Lake by special arrangement with Delta Air Lines, as well as premium steaks. A variety of ocean-fresh fish, oysters, cockles, shrimp, crab, lobster, and tender steaks are all tantalizingly displayed, ready to take home. A reach-in cooler at the Cottonwood and University locations provide many favorite menu selections from all Gastronomy restaurants for meals on-the-go, as well as Market Street's famous Clam Chowder, which is available by the quart.

Market Street Fresh Fish Markets are also the source of crusty sourdough breads and a delectable array of baked goods. The in-house fresh-baked desserts are definitely star attractions. Among the luscious selections are Chocolate Midnight Cake, Raspberry-Almond Torte, Fresh Fruit Tarts, Carrot Cake, and a variety of scrumptious pies.

Parties trays from the Fresh Fish Markets not only delight the eye, but the palate as well. Perfect serving solutions for corporate events or private parties at home, there is an enormous selection of delectable options from which to choose, including Large and Jumbo Shrimp, Smoked Salmon and Poached Salmon, as well as a selection of freshly prepared deli salads.

Entertaining becomes a no hassle event using Market Street Fresh Fish Markets as menu headquarters!

All Market Street Fresh Fish Markets are open daily from 10:00 a.m. to 9:00 p.m.

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MARKET STREET OYSTER BAR
Cottonwood ~ Downtown ~ South Jordan

Market Street Oyster Bar/Downtown

The first thing one notices upon entering the Market Street Oyster Bar's downtown location situated in the historic 1906 New York Hotel, is a beautiful display of fresh seafood on ice. Fresh oysters, of course, and lobster, crab, mussels and clams are served by the bushel every day of the week, as well as delicious steaks, fresh salads, and sandwiches. Along the counter are steam kettles where cioppino, oyster stew, and lobster bisque, to name just a few, are prepared to order in full view of restaurant clientele.

After feasting on sights relating to food, one's eyes are drawn to the columns that encircle the club. It is here that local Utah artists have showcased their talents via a collection of colorful, vibrant artwork displayed and incorporated into the columns. "After seeing the incredible art at La Coupole, a celebrated bistro located in Paris, we decided to adapt the idea to the Oyster Bar," said John Williams, one of the principals of Gastronomy. "Maybe someday, one our artists will achieve international prominence like the impressionists who painted in Paris."

Together, the extensive fresh seafood menu, the art, the architecture, and the energy of the staff create an atmosphere that attracts a large, eclectic crowd for lunch, dinner and Sunday brunch. With seating that accommodates 100 guests, the Oyster Bar/Downtown is smaller in comparison to other Gastronomy restaurants. However, this restaurant is a favorite gathering spot in downtown Salt Lake City that bustles with activity every day. It is especially popular during basketball season, when guests gather before and after Utah Jazz games for drinks and dining.

Complete liquor and wine service is available and reservations are accepted.

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Market Street Oyster Bar/Cottonwood

The Market Street Oyster Bar opened a second location in South Salt Lake's Cottonwood Corporate Center in October 2000, providing the same convivial atmosphere, fresh seafood, and steaks as the downtown location, and is even constructed in the same octagonal shape. Diners at this location, however, can delight in stunning mountain views while they enjoy a surprisingly wide selection of fresh oysters (that rival seaside eateries on both coasts) as well as plentiful varieties of seafood flown in fresh from around the world. The menu is similar to the downtown location, but with the added attraction of outdoor patio dining during the summer months and a private dining room that accommodates up to 20 guests. The Cottonwood Oyster Bar also shares the same creekside party rooms as that of the Cottonwood Market Street Grill, with seating for up to 200 guests.

Complete liquor and wine service is available. Reservations are accepted.

Market Street Oyster Bar/South Jordan

A third Market Street Oyster Bar opened in the RiverPark Corporate Center in South Jordan in February 2007. The architecture and design of this southwest Salt Lake valley location is reminiscent of the Oyster Bar/Cottonwood. Menu selections are identical to those served at both the Cottonwood and Downtown Oyster Bar establishments. A private dining room is available.

Reservations are accepted. A Market Street Grill and Market Street Fresh Fish Market also share this location.

The Market Street Oyster Bar locations have received multiple awards, including "Best Cocktails" and for their hours-fresh seafood. Along with the Market Street Grill locations, the Oyster Bar dining establishments share in the multitude of accolades received for their "legendary clam chowder" that is "second to none," and their exceptional high-quality seafood that satisfies the most discriminating connoisseur.

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THE NEW YORKER

In Salt Lake City, the New Yorker is “the” place to dine. Since the flagship restaurant of Gastronomy, Inc. first welcomed guests in 1978 in the renovated 1906 New York Hotel, it has consistently been rated as Utah’s most popular dining establishment. Zagat has also ranked the New Yorker as “tops” in American/Traditional Cuisine, business dining, service, downtown location, décor, and romantic ambiance. Notable among its many dining awards is “Best Place to Impress Clients.”

Under the innovative direction of chef Will Pliler, who was awarded “Chef-of-the-Year” and the prestigious “Lifetime Award of Excellence” by Salt Lake Magazine, and the Governor’s Culinary Artisan Award, the New Yorker pleases both the palate and the eye with lunch and dinner menus that change with the season. Fresh seafood (a Gastronomy hallmark), prime beef steaks, lamb, delicious pastas, crisp seasonal vegetables, and luscious desserts are traditional favorites. These menu standards, along with daily specials, unparalleled service, and a wine list that has been granted awards of excellence from *Wine Spectator Magazine*, attract the many regulars who frequent the restaurant, including business executives, sports figures, elected officials, civic leaders, and celebrities.

Located in the heart of downtown Salt Lake City within walking distance of hotels and entertainment venues, the New Yorker is the place of choice not only for special occasion dining, but also for casual dining before-or-after theater and sports events, and as a comfortable destination for meeting friends and socializing over cocktails and a famous New Yorker Burger. Diners enjoy a complimentary shuttle that delivers them to-and-from select downtown events.

The New Yorker seats up to 200 guests. In addition, three private dining rooms are available for business events and special gatherings. The Wine Cellar, with seating for up to 45

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guests, provides an enjoyable ambiance created by the restaurant's working wine cellar of over 1,000 bottles of fine vintage wines and the mirrored Palm Court, as well as the Little Apple, are favorite spots for intimate groups of ten to sixteen people.

The New Yorker opens Monday through Friday for lunch at 11:30 a.m. and serves evening patrons Monday through Saturday from 5:30 p.m. Reservations are encouraged for both lunch and dinner.

Complete liquor and wine service is available.

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