



FOR IMMEDIATE RELEASE  
JUNE 2002

CONTACT: Loren Fisher  
Tierney Communications  
215-790-4244  
[lfisher@tierneyagency.com](mailto:lfisher@tierneyagency.com)

*LA CROIX AT THE RITTENHOUSE SCHEDULED TO DEBUT MID-2002*  
*Renovations Begin for New Restaurant Under Chef Jean-Marie Lacroix*

**PHILADELPHIA** - The thriving Philadelphia dining scene will be invigorated this fall when the AAA Five Diamond Award-winning Rittenhouse Hotel debuts Lacroix at The Rittenhouse. Previously known as Treetops, the new restaurant will be overseen by internationally acclaimed chef Jean-Marie Lacroix, who joined the hotel as Executive Chef in fall 2001. Noted hotel and restaurant designer Meg Rodgers has been retained to design the new restaurant.

"As we look toward the future of The Rittenhouse Hotel, the addition of Chef Lacroix has been a pivotal element for us," said David Benton, vice president and general manager of The Rittenhouse. "We are excited to introduce this new fine-dining experience to Philadelphia, and we are honored that Jean Marie has decided to continue his extraordinary career with us." Lacroix, who is collaborating closely with Benton and Rodgers, explained that Lacroix at The Rittenhouse's dining room will feature a comfortable but elegant atmosphere, simple in decor, warm and inviting, overlooking Philadelphia's celebrated Rittenhouse Square. The menu will be simple, contemporary and ever-changing. "I enjoy trying new things," said Lacroix, "both in life and in cooking. It is a welcomed challenge at this stage of my career to open my own restaurant and work with The Rittenhouse to develop a completely new dining concept for the hotel."

Lacroix added that the renovations extend beyond the dining room into the kitchen. Plans include state-of-the-art pastry and chocolate rooms, a garde-manger station, an area for cooking demonstrations and a chef's table. In addition to overseeing the pastry kitchen, Executive Pastry Chef Michael Vandergeest is also developing a line of specialty chocolats maison, which will be available exclusively for sale through The Rittenhouse beginning in the fall.

Renovations begin at the end of June. During the renovation period, guests will be able to enjoy breakfast and lunch in the Cassatt Tea Room and dine al fresco in the garden. Dinner will be served in the Boathouse Row Bar and Smith & Wollensky.

-more-

An internationally renowned chef who has received numerous culinary awards and recognitions, including winner of the James Beard Award for Best Chef, Mid-Atlantic in 2001, Lacroix joined The Rittenhouse in fall 2001 after serving as Executive Chef of the Four Seasons Hotel in Philadelphia since it first opened in 1983. In 1998 he became the first Philadelphian to receive the Robert Mondavi Award for Culinary Excellence. Lacroix is also a member of the prestigious Maitres Cuisiniers de France.

The identity for Lacroix at The Rittenhouse is designed by Alusiv, a communication design firm located in Philadelphia, specializing in identity, visual information systems, and image creation. From the logo to the menus, the brand identity creates meaningful reference to the casual elegance of Lacroix at The Rittenhouse.

The Rittenhouse Hotel is ideally located in the heart of Philadelphia, overlooking historic Rittenhouse Square. Major museums, cultural attractions, world class shopping and the city's business center are all just walking distance from the hotel. The Rittenhouse has received the AAA Five Diamond Award since 1991 and has been continuously recognized by *Conde Nast Traveler* in its annual Gold List since 1995.

The Rittenhouse is a member of Preferred Hotels & Resorts Worldwide. Established more than 30 years ago, Preferred Hotels & Resorts Worldwide is a global brand of more than 110 of the world's finest independent luxury hotels and resorts. To qualify as a Preferred hotel or resort, each property must adhere to Preferred's Standards of Excellence program, an exhaustive quality assurance program that includes an annual, third-party unannounced audit of 1,600 standards and practices. This rigorous approach to quality ensures that guests consistently enjoy the highest standards of personal service and hospitality.