



LOEWS

SANTA MONICA BEACH
HOTEL

LOEWS SANTA MONICA BEACH HOTEL APPOINTS NEW EXECUTIVE CHEF KEITH ROBERTS

LOS ANGELES (May 5, 2010) – Loews Santa Monica Beach Hotel is pleased to announce the arrival of Executive Chef Keith Roberts. Known for his creative culinary approach, Roberts brings with him an impressive 30 years of experience at some of Los Angeles' most celebrated restaurants and hotels.

In his new role, Roberts will revamp the hotel's signature restaurant, Ocean & Vine, launching a California Contemporary menu he describes as "understated, yet imaginative." His inventive approach celebrates a truly regional style that takes full use of California's skilled farmers, fishermen and artisans. The result is an approachable menu designed to still surprise and delight with unusual flavor combinations, including Brulee Scallop Carpaccio, Lobster Lasagna, and Mango Apricot Cobbler with Chai Tea Ice Cream and Macadamia Nut Brittle.

A green thumb who has grown more than 40 exotic trees in his own backyard, Roberts now has his sights set on the hotel, developing an onsite garden located a few steps from his kitchen. The garden will feature traditional varieties, including lemon verbena, thyme, rosemary and oregano, as well as the more exotic miracle fruit, sugar-apple, dragon fruit and jaborcaba. The organic ingredients will be used to create savory cocktails, edible garnishes and signature jellies and jams, including cape gooseberry preserves and dragon fruit jelly.

In addition to overseeing Ocean & Vine, Roberts will manage the entire \$10 million culinary operation at the luxury beachfront hotel, including banquets, weddings and special events, room service, Papillon Lounge and a new oceanfront sushi bar venture set to open in June 2010.

A native of California, Roberts' strict culinary disciple can be attributed to his first job at The Rive Gauche in Palos Verdes. One of four Los Angeles restaurants at the time to achieve a 3 Star rating, the experience afforded him the opportunity to train under legendary French Chef Andre Moreau for more than seven years. There, he mastered true Escoffier-style cooking; every fish was filleted to order, every steak was cut to order and every sauce was made to order. This classical French training also yielded a talent for housemade French pastries, which are now prominently featured throughout Breakfast at Loews.

Prior to joining Loews Santa Monica, Roberts served as Executive Chef of the Marriott Los Angeles Downtown in Los Angeles where he managed a \$7 million culinary operation and more than 40 associates. Other past experience includes The Player's Restaruant in Beverly Hills, La Beaujolais in Redondo Beach and The Westin Bonaventure Hotel in Los Angeles. He has owned his own award-winning restaurant in Orlando, Fla., and is a member of the Le Toque Blanche Los Angeles and the Epicurean Club of Los Angeles.

About Loews Santa Monica Beach Hotel

Loews Santa Monica Beach Hotel has recently completed a multi-million dollar renovation and remodeling venture. The top-to-bottom makeover brings exquisitely-restored marble floors, a beautifully reconceived lobby and a transformed oceanfront pool deck with oversized loungers and sleek cabanas that can be enjoyed while soaking up a magnificent sunset. Additional hotel features include 342 spacious guestrooms and suites, two restaurants and lounges and immediate proximity to Santa Monica's premier attractions. For reservations or more information, please call 310-458-6700 or visit www.loewshotels.com/santamonica.

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