



Wolfgang Puck Companies Fact Sheet

Wolfgang Puck. His legendary name carries an undeniable cachet, synonymous with a bold, innovative school of cooking that redefined fine dining in America and around the world. His trademark dishes, coupled with his unmistakable panache and passion, have revolutionized the culinary industry.

The world-renowned master chef and restaurateur has carefully crafted a vast empire since the early 1980s which includes fine dining restaurants, premium catering services, fast-casual restaurants, cookbooks and licensed products run by three distinct companies: Wolfgang Puck Fine Dining Group, Wolfgang Puck Catering and Wolfgang Puck Worldwide, Inc.

Puck's 16 fine dining restaurants, premium catering services, more than 80 Express operations and quality kitchen and food merchandise celebrate a central philosophy of Wolfgang's Eat, Love, Live™ (WELL) and stand for culinary passion for eating and dining WELL. The Wolfgang Puck Companies strive to provide the freshest, natural and organic ingredients and celebrate local farmers, sustainable seafood and humanely treated animals. Additionally, The Wolfgang Puck Companies offer the most creative menus and innovative tastes, the finest in genuine hospitality, and supply quality products for the well-equipped kitchen. The brand is committed to providing leadership and "how to" information in the areas of nutrition, cooking, baking, dining and entertaining and nourishing children WELL.

Wolfgang Puck Fine Dining Group

The Wolfgang Puck Fine Dining Group continues to set the standard for cuisine, service and style. Beginning with the opening of Spago in 1982, Wolfgang proved that a great meal with excellent wine and service in a dynamic environment could be relaxing as well as an extraordinary culinary experience. Today, Spago's success has been repeated in various locations with Wolfgang Puck fine dining restaurants from Maui and Beverly Hills to Washington, DC and Atlantic City. Together with senior managing partner Tom Kaplan, managing partners Lee Hefter, David Robins and Joe Essa, Puck has taken the Wolfgang Puck Fine Dining Group brand to a level by which many other restaurant groups are measured.

Key Personnel

- Tom Kaplan, Senior Managing Partner
- Lee Hefter, Managing Partner, Executive Corporate Chef
- David Robins, Managing Partner, Operations & Corporate Chef-Las Vegas
- Joe Essa, Managing Partner, Finance & Operations

Founding Partner

- Barbara Lazaroff

Sixteen fine dining locations:

Atlantic City:

- Wolfgang Puck American Grille (Borgata Hotel Casino & Spa, 2006)

Beaver Creek:

- Spago (The Ritz-Carlton, Bachelor Gulch, December 2007)

Dallas:

- Five Sixty (Reunion Tower, Dallas, January 2009)

Detroit:

- Wolfgang Puck Grille (MGM Grand Detroit, 2007)

Las Vegas:

- Spago (Forum Shops at Caesars, 1992)
- Chinois (Forum Shops at Caesars, 1998)
- Postrio (Grand Canal Shoppes at The Venetian, 1999)
- Trattoria del Lupo (Mandalay Bay Resort and Casino, 1999)
- Wolfgang Puck Bar & Grill (MGM Grand, 2004)
- CUT Las Vegas (The Palazzo, March 2008)

Los Angeles Area:

- Spago (Beverly Hills, 1997)
- Chinois on Main (Santa Monica, 1983)
- CUT and sidebar (Beverly Wilshire in Beverly Hills, 2006)
- Wolfgang Puck Bar & Grill (L.A. Live, 2009)

Maui, Hawaii:

- Spago (Four Seasons Resort in Maui, 2001)

San Francisco:

- Postrio (1989)

Washington, DC:

- The Source by Wolfgang Puck (Newseum, 2007)

Wolfgang Puck Catering (WPC)

Wolfgang's extensive catering business with partner Carl Schuster garners international attention through such noteworthy events as the Academy of Motion Picture Arts and Sciences®, Governors Ball, GLAAD League Convention & Gala, The Louis Vuitton United Cancer Front Gala, Donna Karan/Marshall Field's Fashion Show, The MCA 40th Anniversary Gala and Lincoln Park Zoo Gala. Wolfgang Puck Catering brings a new level of innovation and inspiration to restaurant, special event, catering and foodservice management for cultural, corporate and entertainment venues across the world.

Wolfgang Puck Catering co-founded the Seafood Savvy Program with the Georgia Aquarium, which is supported by the Monterey Bay Aquarium to raise awareness about the importance of buying seafood from sustainable sources. The program recommends sustainable harvested seafood, helping consumers gain awareness and become advocates for environmentally friendly seafood. Wolfgang Puck Catering maintains its commitment to the program by offering sustainable seafood options on its catering menus.

Key Personnel

- Carl Schuster, CEO and President
- Lee Hefter, Executive Chef Partner
- Matt Bencivenga, Chef Partner
- Compass Group USA, Inc., Strategic Partner

Founding Partner

- Barbara Lazaroff

WPC Venues:

Atlanta

Exclusive caterer at the following venues:

- Georgia Aquarium with Café Aquaria in partnership with Restaurant Associates
- World of Coke in partnership with Restaurant Associates

Noteworthy Events & Partnerships:

Pemberton Place, Greater North Fulton Chamber of Commerce, Georgia Council of International Visitors, Discovery Networks, PGA Pro-Am Draft Party, Boys & Girls Club “Hometown Heroes”, Star Chefs, Jack Hanna Celebrity Benefit, The Ryan Cameron Foundation, Kohler Products, King & Spalding Holiday Party, Volvo, Dallas PGA Tour, CNN, Southface Visionary Dinner, Wine Enthusiast, Cox Enterprises Corporate Events and Meetings, Alston & Bird, Arthur Call Foundation, Atlanta Police Foundation, Northern District Dental, Swan Ball, Eco Manor Luncheon, Morehouse School of Medicine, GAI Events 2008, In the Company of Heroes – Medal of Honor Recipients – Senator Sam Nunn

Boston

Exclusive caterer at the following venues:

- Boston Museum of Science with Puck’s at Science Street
- Institute of Contemporary Art Boston with The Water Café by Wolfgang Puck

Noteworthy Events & Partnerships:

Draper Prize Reception, MIT Sloan, Mass General Hospital, Bain & Company, Bay Cove, Mellon New England, Comcast Cable, The Washburn Awards, Fidelity Investments, The Gordon Dedication, Grand Circle, Sun Life Financial, Sullivan & Worcester, DIA (Drug Information Association) and Corinthian Events

Chicago

Exclusive caterer at the following venues:

- Museum of Contemporary Art with Puck’s Restaurant and Puck’s Counter
- University of Chicago Gleacher Center with The Midway Club and Gleacher Student Dining
- Spertus Institute of Jewish Studies
- Chicago Cultural Center
- Newberry Library
- Gallery 312
- The Chicago Fine Arts Exchange
- School of the Art Institute
- The Pritzker Stage and Rooftop Tent at Millennium Park

In-house caterer:

- The Chicago History Museum with the History Café

- A New Leaf
- Union Station
- Park West
- Garfield Park Conservatory
- Buckingham Fountain
- Northerly Island
- LP Conservatory

Preferred caterer at the following venues:

- Harold Washington Library

Dallas

Exclusive caterer at the following venues:

- Nasher Sculpture Center with Café Nasher
- Nokia Theatre with concessions
- Coming in 2008 - Reunion Tower
- Coming in 2008 - Union Station

Noteworthy Events & Partnerships:

- Wine Stroll of Savor Dallas
- Empty Bowls of Dallas (TBA)

Indianapolis

In-house caterer:

- Indianapolis Museum of Art with Puck's Restaurant and a self-service café

Noteworthy Events & Partnerships:

- Campos Pons Exhibition Opening Gala
- Roman Exhibition Opening Gala
- Restaurant and Catering Partner with Clowes Memorial Hall, Civic Theater, and the Indiana Repertory Theater

La Jolla

Exclusive caterer:

- La Jolla Playhouse including Jai by Wolfgang Puck

Las Vegas

Exclusive caterer at the following venues:

- Spring Preserve with Springs Café by Wolfgang Puck

Los Angeles

Exclusive caterer at the following venues:

- Hollywood & Highland Grand Ballroom, The Annex and The Vantage Room at Entertainment Complex
- The Kodak Theatre
- The Highlands Nightclub
- Sony Picture Studios, The Rita Hayworth Dining Room, The Marketplace at Sony Pictures Plaza, The Grill and the Gower Cafe
- Griffith Observatory with The Cafe at the End of the Universe
- Kidspace with the Nestlé Café
- El Rey Theatre with El Rey Café and Restaurant
- Universal Studios Hollywood, (Upper back lot only)
- Century City Doctor's Hospital with room service and employee dining
- California Speedway, APEX Restaurant
- LA LIVE
- Coming in 2008 DreamWorks Animation

In-house caterer at the following venues:

- Pacific Design Center
- WP on Three
- Red Seven

Noteworthy Events & Partnerships:

- GLAAD Media Awards
- American Wine & Food festival
- City of Hope Annual Gala
- Emmy's
- HBO Annual Emmy's Event

Minneapolis

Exclusive caterer:

- Walker Art Center including 20.21 and Gallery 8

Preferred caterer at the following venues:

- FIVE Event Site
- EPIC

- more -

San Francisco

Preferred caterer at the following venues:

- Presidio's Officer's Club
- Presidio's Golden Gate Club
- Presidio's Log Cabin

Caterer at the following venues:

- San Francisco City Hall
- San Francisco Film Centre
- Yerba Buena Center for the Arts
- Terra Gallery
- The Green Room
- The Galleria
- Haas Lilienthal Mansion
- Fort Mason
- The Exploratorium
- Regency Center
- Cable Car Museum
- Julia Morgan Ballroom
- Treasure Island
- Ralston Hall
- Mezzanine
- Nob Hill Masonic Center
- The Bubble Lounge
- San Francisco Museum of Modern Art
- Legion of Honor

Seattle

Exclusive caterer at the following venues:

- Benaroya Hall with Puck's and Founder's Room
- Seattle Design Center with WP Restaurant

St. Louis

Exclusive caterer at the following venues:

- St. Louis Art Museum with Puck's Restaurant
- Contemporary Art Museum St. Louis featuring Tempt by Wolfgang Puck

Preferred caterer at the following venues:

- Kemp Auto Museum
- Magic House
- The Pageant
- City Museum
- Mad Art Gallery
- Centene Center
- Center of Creative Arts (COCA)

Washington, D.C.

Exclusive caterer:

- Newseum with "The Food Section" food court in partnership with Restaurant Associates

Wolfgang Puck Worldwide, Inc. (WPW)

Wolfgang Puck Worldwide, Inc., a privately held corporation, includes franchises of casual Wolfgang Puck Bistro and fast-casual Wolfgang Puck Express restaurants, Wolfgang Puck Café', consumer products including Wolfgang Puck branded packaged foods and beverages, book publishing and other licensing and merchandising projects.

Key Personnel

- Joe Essa, Executive Vice President, Wolfgang Puck Worldwide, Inc.
- Ron Biskin, President, Wolfgang Puck Express Licensing, LLC

- more -

Wolfgang Puck Bistro

Wolfgang Puck Bistro offers several styles of service that are convenient to guests' lifestyles.

- During the day, when guests are often pressed for time, they order at the counter and food is delivered to the table.
- During dinner, the restaurant offers full-table service so guests can relax and unwind, and enjoy an expanded dinner menu.
- Guests also have the option to phone ahead and pick up throughout the day.

The restaurant features Wolfgang Puck's premium, quality menu offerings at an affordable price, including Wolfgang's hand-crafted gourmet pizzas, a variety of pastas, sandwiches, soups, fresh salads and Wolfgang's classics, including ginger salmon and rosemary rotisserie chicken with garlic mashed potatoes.

The menu rotates new seasonal specials throughout the year highlighting local produce of the season and also features Wolfgang's innovative twist on regional favorite dishes, to complement Wolfgang's **Eat, Love and Live (WELL)**TM program.

For more information, visit www.wolfgangpuck.com/bistro.

Wolfgang Puck Express

In 1991, Wolfgang launched a chain of fast-casual restaurants, now called Wolfgang Puck Express. The Express restaurants, which emphasize quality and freshness and offer Wolfgang's authentic recipes and menu innovation at affordable prices, have since expanded to more than 80 locations in major urban and suburban retail centers, airports and supermarkets throughout the United States, Canada and Japan.

The extensive Express menu features Wolfgang's signature pizzas, pastas, sandwiches, soups, fresh salads, including Wolfgang's famous ChinoisTM chicken salad, and Wolfgang's classics. The restaurants use only the freshest ingredients to prepare food fresh-to-order in just minutes.

For more information, visit www.wolfgangpuck.com/express

Wolfgang Puck Café

Wolfgang Puck Café casual restaurants offer high quality food and service to guests in a convenient way at an affordable price. The menu is inspired Wolfgang's classics and features fresh-made soups, sandwiches, fish, salads and signature Wolfgang Puck pizza, all prepared with the freshest ingredients. The restaurant features an excellent and affordable wine list, with a strong showing of American wines.

Consumer Products

- WP Productions and WP Appliances, Inc. offer a full line of Wolfgang Puck branded housewares, including stainless steel cookware, small kitchen electrics, flatware, cutlery and bakeware, as well as a variety of kitchen gadgets and tools. Wolfgang Puck branded housewares are available on HSN, Sam's Club and www.frontgate.com throughout the United States and on The Shopping Channel in Canada.
- Schwan's Consumer Brands North America, Inc., features five varieties of Wolfgang Puck All-Natural frozen pizzas sold at club stores and retail locations nationwide.
- Campbell Soup Company features All-Natural and Organic Wolfgang Puck Soups, Stocks and Broths sold in grocery stores nationwide.
- Novus FFI features three varieties of Wolfgang Puck All-Natural No-Stick Cooking and Baking sprays for fat-free cooking and baking, available at grocery stores nationwide.
- Amenity Services offers Wolfgang Puck coffee blends for hotels and resorts, local market office distribution and Web site sales.
- Gelson's supermarkets in Southern California offer Wolfgang Puck fresh-packaged foods.

Cookbooks

Chef Puck has written six popular cookbooks, designed to share his culinary talents and signature dishes with home chefs who want to create the perfect dining experience at home.

Following are a list of cookbooks written by Wolfgang Puck:

- "Modern French Cooking" (1981, Houghton Mifflin, New York)
- "The Wolfgang Puck Cookbook" (1986, Random House, New York)
- "Adventures in the Kitchen with Wolfgang Puck" (1991, Random House, New York)
- "Pizza, Pasta & More" (2000, Random House, New York)
- "Live, Love, Eat!" (2002, Random House, New York)
- "Wolfgang Puck Makes It Easy" (2004, Rutledge Hill Press, Nashville)
- "Wolfgang Puck Makes It Easy" 10th Anniversary Special Edition (2008, Rutledge Hill Press, Nashville).
The book includes more than 30 new pages and a dozen new recipes and is available exclusively on HSN.com

Television

- Wolfgang has been a regularly featured guest on ABC's "Good Morning America" since 1986.
- Wolfgang's Emmy-winning television series "Wolfgang Puck" debuted on the Food Network in 2000 and aired for five seasons
- NBC's "Las Vegas" showcased a replica of a Wolfgang Puck restaurant in the show's fictional hotel-casino, The Montecito. Wolfgang also appeared on the popular show.

Newspaper

- Wolfgang's weekly syndicated newspaper column, "Wolfgang Puck's Kitchen," appears in more than 30 newspapers in the United States and Canada with a combined weekly circulation of more than 5.3 million. The column was launched in March 2003 by Tribune Media Services, Inc.

Internet

- Wolfgangpuck.com features Wolfgang's popular restaurants, menus, recipes, products and news
- Original Wolfgang Puck webisodes appear on Yahoo! Food (<http://food.yahoo.com>)

American Wine & Food Festival

- Established in 1982, the Puck-Lazaroff Charitable Foundation supports the annual American Wine & Food Festival which benefits Meals on Wheels and has raised more than \$13 million since its inception. Visit www.awff.org for more information.

Awards and Honors

- 2009 Inductee into Nation's Restaurant News MenuMasters Hall of Fame
- 2008 Outstanding Restaurateur nomination, James Beard Foundation
- 2008 "Chef of the Year" award, Culinary Institute of America
- 2008 Michelin Guide's Two Star rating, Spago Beverly Hills
- 2008 Michelin Guide's One Star rating, CUT Beverly Hills
- 2007 Vanguard Award, Spago Beverly Hills, Angeleno magazine
- 2007 Fine Dining Legend Award, Nation's Restaurant News
- 2006 "Restaurant of the Year," CUT, Esquire
- 2005 Outstanding Service Award, Spago Beverly Hills, James Beard Foundation
- 2004 "Keep Memory Alive" Tribute to Wolfgang Puck, Alzheimer's Foundation
- 2003 "Wolfgang Puck" Food Network television program receives Emmy for Best Direction - Service Show
- 2002 "Wolfgang Puck" Food Network television program receives Emmy for Outstanding Service Show
- 2002 Visionary Award, Beverly Hills Chamber of Commerce
- 2000 Best Restaurant, Spago Beverly Hills, Food & Wine magazine
- 1998 Honorary Doctor of Culinary Arts, Johnson & Wales University, Providence, RI
- 1998 Outstanding Chef of the Year, James Beard Foundation
- 1995 Salute to Excellence Award, National Restaurant Association Educational Foundation
- 1994 Outstanding Restaurant of the Year, Spago Hollywood, James Beard Foundation
- 1991 Outstanding Chef of the Year, James Beard Foundation

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