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**FOR IMMEDIATE RELEASE**

## **Santé Magazine Awards Beach Walk Culinary Hospitality Award**

**Destin, Florida (September 6, 2006)** – Santé Magazine, the award winning national B-to-B magazine for restaurant and hospitality professionals, awarded Beach Walk Crystal Beach a Regional Culinary Hospitality Award in Traditional Dining.

The Sante Awards program is the only peer-judged restaurant and hospitality program in North America. Now in its ninth year, the Santé Restaurant Awards program was created to recognize excellence in restaurant food, wine, and spirits service and hospitality. The program includes four distinct categories: Culinary Hospitality, Wine Hospitality, Spirits Hospitality and Service Professional.

Santé Restaurant Awards for each category are given to winners in eight regions nationwide. Six Grand Awards also are presented each year: Culinary Hospitality Restaurant of the Year, Culinary Professional of the Year, Wine Hospitality Restaurant of the Year, Wine Professional of the Year, Spirits Hospitality Restaurant of the Year, and Spirits Professional of the Year.

This year, Beach Walk Crystal Beach has been chosen for a Santé Award for Culinary Hospitality in Traditional Dining. Santé's panel of judges select winners based on a variety of criteria, including management philosophy, staff training, service, list selection, recipe and menu development, creativity and innovation, promotional activities, special events and restaurant ambience.

Since its inception, the Santé Restaurant Awards program has chosen over 300 winners from over 1,000 applicants. Winners include owners, chefs, food and beverage managers, general managers, and wine and bar professionals. They represent all sizes of operations, from some of the largest restaurant corporations to small independents. What they have in common is a passion for their work and a commitment to excellence. These winners will be honored for their achievements at this year's Sante Restaurant Awards festivities, to be held November 4 through November 7, 2006 at Meadowood Napa Valley in St. Helena, California.

Founded by Mark Vaughan and Chris Costello in 1996, Sante is published by On-Premise Communications, Inc. in Bennington, Vermont. Now in its ninth year of publication, the magazine reaches 55,000 upscale casual to fine-dining establishments in all 50 states, Canada and Mexico. More than 200,000 restaurant professionals read each of the magazine's nine issues per year. For additional information on Sante Magazine and the Sante 2006 Awards Program, visit [www.SanteMagazine.com](http://www.SanteMagazine.com)

Tim Creehan's Beach Walk Crystal Beach is Destin's only fine-dining restaurant located on the Gulf of Mexico. Creehan and the restaurant has earned numerous awards and accolades including; Florida Trend's Golden Spoon - Top 25 Restaurants in Florida, Award of Excellence from DiRoNA and Wine Spectator as well as Best Chef on the Emerald Coast the past four years. Beach Walk Crystal Beach was named "2005 Restaurant of the Year by *NW Florida Daily News*' Colleen Collfield.

Creehan has been referenced on the circuit as a Celebrity Chef with stars such as Amy Grant, Vince Gill, Cybil Shepherd and Jerry Jones, owner of the Dallas Cowboys, gracing his portfolio. Creehan's culinary style and marketing savvy has extended far beyond catering to dignitaries and masterminding culinary miracles in the restaurant industry into his own patented marinade and cookbooks. Creehan has recently been associated with product development for Frito Lay North America, Pizza Inn and Golden Corral. As chef spokesperson for the largest indoor and outdoor appliance manufacturer in New Zealand, DCS/Fisher and Paykel, Creehan tours the country on behalf of his appliance sponsor promoting his patented line of non-stick marinade, Chef's Grill Plus.

For additional information on Beach Walk Crystal Beach, Chef's Grill Plus or Creehan Publications, visit [www.BeachWalkDestin.com](http://www.BeachWalkDestin.com)