

The Spring issue of *Distinguished Dining* is sponsored by B.W. Cooper's Iced Brew Tea. See page 7 for more information.

Distinguished Restaurants
of North America

DISTINGUISHED DINING

DiRōNA Makes INDUSTRY IMPRESSION

Between February and May, DiRōNA will have a presence at three major industry events. This national and international recognition will highlight DiRōNA as the authority on fine dining.

South Beach Food and Wine Festival

The South Beach Wine & Food Festival is a national, star-studded, three-day weekend destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs and culinary personalities. This year, the sold-out South Beach Food and Wine Festival was held February 24-26, in Miami and drew over 18,000 attendees.



DiRōNA had a booth at the Festival in the American Express Grand Tasting Village. Tim Creehan, Owner/President and Chef Dan Pettis of Beach Walk in Destin, FL drove 11 hours to help at the festival and grilled up prime beef donated by Allen Brothers, a new 2006 DiRōNA partner. The grill for the Festival was donated by DCS by Fisher and Paykel. DiRōNA would like to thank all the restaurants that donated gift certificates for the raffle at our booth.

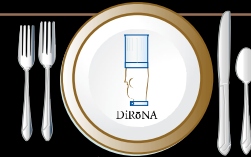


Chef Tim Creehan

Santé Restaurant Symposium

This May, *Santé*, the nation's leading trade publication for the high-end restaurant market, will introduce the *Santé* Restaurant Symposium. The event will take place May 7-10, 2006, at the Equinox Resort & Spa in Manchester, VT.

As an event partner, DiRōNA will lead two panel discussions at the *Santé* Restaurant Symposium. "Best Practices from DiRōNA Restaurateurs: Taking Your Operation to the Top" will be held on Monday, May 8 at 8:30 a.m. and will be moderated by Peter D'Andrea, second vice chairman/treasurer, DiRōNA, and director of food and beverage, Gaylord Opryland. Panelists will include Bradley Ogden, co-owner and executive chef of the Lark Creek Restaurant Group; Piero Selvaggio, chef/owner of Piero Selvaggio Gruppo Ristoranti and Bernard Guillas executive chef, Marine Room in La Jolla, CA. "Give a Little to Get a Lot: How Charitable Giving Can Increase Your Business" will be held on Wednesday, May 10 at 8:30 a.m. and will be moderated by Lisa Rand, executive director, DiRōNA. Panelists will include Alyssa Prince, community relations director for the National Restaurant Association; Brill Williams, chef/owner of The Inn at Sawmill Farm in West Dover, VT and Abbie Gibbs, senior manager of creative enterprises and marketing for Share Our Strength.



DiRōNA WEEK 2006

Distinguished Restaurants of North America • August 21-25

Teaming With Share Our Strength to Fight Childhood Hunger

Sign Up Now for Second Annual Charitable Event

Last August, 100 DiRōNA restaurants in the U.S., Canada and Mexico participated in DiRōNA Week 2005, raising money for Share Our Strength, a nonprofit organization that fights childhood hunger. This year, DiRōNA restaurants will again have the opportunity to showcase their unique menus while raising funds for an important cause.

Participants in DiRōNA Week 2006, August 21-25, will offer a special prix fixe menu, donating a percentage of the proceeds from that menu to Share Our Strength. Last year, DiRōNA's charitable efforts drew the attention of local and national media, including dozens of daily newspapers, the *CBS Early Show* and television stations in Panama City, Kansas City and Honolulu.

DiRōNA's PR staff is now gearing up for DiRōNA Week 2006, to be held Monday, August 21 to Friday, August 25. Special DiRōNA Week promotional kits will be distributed to participants, and will include DiRōNA Week logo slicks; a sample DiRōNA Week menu; collateral to display in restaurants and a "donut" press release for member restaurants to personalize for local distribution. In addition, staff will continue to promote the event to the national media.

SOS has raised more than \$188 million to fund more than 1,000 anti-hunger organizations worldwide since it was founded in 1984.



"Last year, we were proud to see DiRōNA restaurants work together to help the tens of thousands of individuals and families at risk for hunger," said Chick Marshall, Chairman of DiRōNA and co-owner of DiRōNA restaurant Mr. Stox in Anaheim, CA. "We are excited to partner with Share Our Strength once again to make a difference throughout North America."

To sign up for DiRōNA Week 2006, contact Headquarters at 212.297.2144 or respond to one of the mailings seeking your participation.