

FIRESIDE



AN AMERICAN TAVERN

Acclaimed OC Chef Scott Brandon & General Manager Lindsay Irvine to Oversee Fireside at Crowne Plaza in Costa Mesa

Classic American Tavern with Contemporary Cuisine & Cocktails to Celebrate Opening March 13

Costa Mesa, California, February 20, 2014 – Award-winning Orange County chef Scott Brandon will oversee the kitchen of Fireside, a classic American tavern with a modern feel, when it debuts on March 13 at the newly renovated Crowne Plaza Hotel in Costa Mesa.

Offering a warm atmosphere and a contemporary menu of American cuisine and cocktails, Fireside will welcome guests with a comfortable lounge, bar, dining room and patio. Organic elements such as wood floors and tables, and natural earth colors with fire-tone accents, will be seen in the plush furnishings and rustic décor. The relaxing patio will have a fire feature and offer both dining and bar seating.

The restaurant will have great cuisine expertly executed and presented by Brandon, including starters of Royal Red Rock Shrimp Hush Puppies with Creole Remoulade, Deviled Duck Egg, American Charcuterie and Cheese Board, and other offerings. Lunch will have an array of salads and sandwiches, including Chop Chop Salad (pulled Mary's Chicken, avocado, corn, pepitas, vine ripe tomato, dates, goat cheese and cilantro ranch dressing), and Proprietor's Burger 8 oz. (served with dolce latte, taleggio nueske bacon, tomato jam and arugula on a sesame brioche bun), along with signature dishes such as Anchor Steam Beer Battered Fish and Chips.

The dinner menu will feature starters and small plates including Bacon, Tillamook cheddar and chive biscuits with hand-churned butter; Oysters on the half shell with jalapeno-green apple mignonette; and Mushrooms on toast (field mushrooms on walnut bread, topped with shaved manchego and an organic hen's egg.) Entrees will include Cedar Plank Skuna Bay King Salmon served with creamy kale, twice cooked fingerling potatoes and preserved kumquats; Maine Scallops with Corn Risotto; Strozzapretti Bolognese with veal, beef and pork ragu; Tavern Mac and Cheese with four cheeses and housemade smoked sausage; and Short Rib Pot Pie. Fireside Tavern also has a Happy Hour and bar menu with small plates. Beverages include American wines, craft beer and signature cocktails.

An Orange County native, chef Scott Brandon was executive chef at Oysters for 11 years, when he was invited to cook at the famed James Beard House in New York. In 2007, he partnered with restaurateur Steve Geary to open Orange County's first gastropub, The Crow Bar and Kitchen. Five years later he created and opened LinX, specializing in artisan sausage, craft beer and Belgian frites.

“The idea of fresh, seasonal ingredients is part of my mantra,” said Brandon. “Simplicity and quality go a long way. I want nothing but the best for our guests at Fireside, while letting the food speak for itself.”

Lindsay Irvine, General Manager of Fireside, has more than 20 years of restaurant and culinary experience. Most recently, he worked in partnership with Executive Chef Scott Brandon as this dynamic team opened The Crow Bar & Kitchen in Corona Del Mar. Over the years, Irvine was responsible for the vision and creation of Canyon Lounge in South Orange County as a co-owner. He has also managed the openings of several Los Angeles and Orange County restaurants. From working with Dennis Overstreet in a fine-dining wine bistro, to the opening of one of the states’ highest grossing BJ’s restaurants, Irvine believes that setting a culture of hard work and high reward is the key to any successful operation.

Fireside is located in the Crowne Plaza at 3131 Bristol St., off the San Diego Freeway, in Costa Mesa. The restaurant is open for a breakfast buffet from 6 to 9 a.m., lunch from 11 a.m. to 3 p.m., and dinner from 5 to 10 p.m. A bar menu is available from 3 p.m. to midnight. Fireside can be reached at (714) 557-3000.

About Crowne Plaza

The Crowne Plaza in Costa Mesa is an upscale boutique hotel located in the heart of Orange County and surrounded by Fortune 500 Companies, world class shopping at South Coast Plaza, hundreds of restaurants, the arts, movie theaters, golf courses and beautiful beaches. Renovated in 2010, the hotel has 224 rooms, including six suites, as well as Fireside Tavern. The Crowne Plaza Costa Mesa Orange County is independently owned by Westport Capital Partners and Urban Common LLC and operated by Brighton Management, under a license agreement with a company in the InterContinental Hotels Group.

About Brighton Management

Brighton Management is a privately owned and operated real estate company focusing primarily on hotel development and management since its inception in 1994. With now 31 hotels under management, Brighton is one of the most influential hotel management companies in the industry. In addition to hotels, Brighton also manages nine other residential/commercial properties throughout California. Hospitality partners include names such as, Starwood Hotels and Resorts Worldwide®, Marriott International®, Hilton Worldwide®, InterContinental Hotels Group®, Wyndham Worldwide®, Choice Hotels International®. Additional information about Brighton Management may be found at www.brightonmgt.com.

About Sentinel Restaurant and Hospitality Group

Sentinel Restaurant and Hospitality Group was formed in 2011 as a partnership between restaurant industry veterans Colby Durnin, John Nye and Rainer Schwarz. SRHG was created as an in-house operation of Sentinel Development for the management of restaurants and hospitality venues. The partnership of this proven team brings more than 60 years combined culinary and operational experience to SRHG, including opening 75 restaurants combined. The partners currently manage multiple restaurants grossing more than \$15 million per year.

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