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FOR IMMEDIATE RELEASE



DIPLOMAT PRIME REOPENS AT DIPLOMAT RESORT & SPA
Howard Wein Hospitality Launches a Renovated Steakhouse

Hollywood, FL (September 15, 2016) – Today, Howard Wein Hospitality (HWH) unveils a reimagined Diplomat Prime in Hollywood's Diplomat Resort & Spa, the third restaurant brought to life as part of the hotel's 100 million dollar transformation. Beloved by locals and guests since its original launch in 2002, the new iteration of Diplomat Prime reopens as a luxury boutique steakhouse serving steaks aged in house and seasonally driven dishes.

Nicolay Adinaguev leads the kitchen as Executive Chef. His diverse background, beginning with a childhood in Peru followed by positions at mom-and-pop seasonal restaurants and award-winning institutions like Stephen Starr's Steak954, guides his direction with the menu. Changing over 70% of its dishes, the new menu has prime beef aged in house, seasonally-driven dishes and select delicate fare serving as the core of the menu, including dishes like the *18oz Dry Aged Prime Rib Eye*, the *Maine Scallops* with cannellini bean ragout, local pork belly and apricot jam, and the *Local Black Grouper* with rainbow Swiss chard, fennel and apple. A full raw bar is available, along with a selection of sides to accompany the mains including the *Black Truffle Whipped Potatoes*, *Roasted Mushrooms*, and *Caramelized Onions*.

"We are excited to unveil this restaurant as part of the dining transformation at the hotel," said Howard Wein of Howard Wein Hospitality. "We have a very talented and innovative culinary team on board, and this chef-driven steakhouse is taking the established concept to the next level."

The cocktail-focused beverage program is led by Willy Shine, veteran mixologist and cocktail consultant for HWH. Diplomat Prime's extensive list features a variety of old world and new world wines available by the glass and bottle. Shine has curated a list of classic cocktails including the *Old Fashioned* with Elijah Craig 12yr Bourbon, touch of sugar, Angostura bitters and orange and lemon peels and the *Ford's Gin*, made with sugar, fresh pressed lemon juice and sparkling water, all designed to complement the steakhouse fare.

The 108 seat restaurant boasts a refined décor, designed to add an approachable beachside feel to the traditional steakhouse. The redefined layout encompasses a 24 seat bar, 68 seat dining room, along with two 16 seat and 30 seat private dining rooms. Overlooking the dining room sits a large mural photograph of female icons Mary Howard and Ann Morris playing with a beach ball by the ocean in 1941. Inspired by the hotel's iconic period through the 1950s, the image incorporates elements of sophistication and playful femininity to a steakhouse space that historically had masculine overtones.

HWH leads the project, bringing extensive knowledge and creativity to the team with his long-standing experience in the culinary world. Diplomat Prime marks the third concept in what will be a dining and drinking evolution in Hollywood, Florida with each creative and culinary detail overseen by Wein and his group.

Diplomat Prime is located at Diplomat Resort & Spa, 3555 S Ocean Dr, Hollywood, FL 33019. Diplomat Prime will be open from 5:30pm – 10:30pm, Monday – Sunday. For more information, please call 954-602-6000 or visit www.diplomatprime.com. Parking validation is available.

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About Howard Wein Hospitality

Howard Wein Hospitality is an advisory and venture firm serving the global hospitality community. Established to leverage years of successful senior leadership in the restaurant, bar and entertainment spaces, HWH works with both established firms and start-ups to design, develop, open and operate restaurant and bar concepts.