



## Lasco Enterprises Announces Plans to Open The Tasting Room Wine Cafe in CITYCENTRE

*"This is an exciting time for us – we're striving to create the best wine and food experience possible." ---- Jerry Lasco, Founder*

**July 27, 2010 (Houston, Texas)** – Jerry Lasco, Founder and CEO of Lasco Enterprises, LLC, managing company for The Tasting Room Wine Café, MAX's Wine Dive, and The Black Door, announced today that Houston's premier mixed-use development, CITYCENTRE, will be the location for the next Tasting Room Wine Café ("TTR CC") (Twitter: @ttrcitycentre; Facebook: TTR CITYCENTRE). This premier wine and culinary destination will open in late 2010 at I-10 West and Beltway 8 in the Memorial area.

### Building an Exceptional Wine and Food Experience

Jerry Lasco's vision for TTR CC is to create the ultimate "wine and food experience" for everyone who visits this location: "We're striving to create Houston's most unique wine and food destination – a cutting-edge concept based on everything we've learned over the past seven years of operations, input from our present and future customers, and including our favorite features from wine bars and restaurants around the world." TTR CC will feature an exceptional wine program, including state-of-the-art Enomatic wine storage and service units for wines by the glass, as well as an innovative culinary program led by renowned chef Michael Kramer – recently the Executive Chef of VOICE at Hotel Icon. Both the interior and exterior will be designed with comfort and flexibility in mind, with ample space for private events and live music, both hallmarks of the two existing Tasting Room locations.

### Creating a Culinary Destination

"Bringing Chef Kramer into the development process for this project was a crucial piece of the puzzle for us," said Lasco. "The culinary focus at The Tasting Room has always been a priority, and here we're going to take it even higher – elevating the food concept to match our commitment to fine wines. Michael has been nationally recognized and has excellent experience, a stellar reputation, and a strong desire to create a 'signature' culinary destination." During development and construction of this location, Chef Kramer will be working on the existing gourmet food programs at the Uptown Park and River Oaks locations. Lasco also has hired restaurant veteran Keith Thompson to be TTR CC's General Manager; Thompson spent nine years with the Vallone Restaurant Group as well as six years as a GM with the Benjy's restaurants in Houston.

### Quick Facts Regarding TTR CITYCENTRE

- **Opening:** Late 2010
- **Location:** CITYCENTRE; 818 Town and Country Blvd., Suite 100, Houston, Texas 77024
- **Square Footage:** Approximately 7,000 sq. ft. inside and another 6,500 sq. ft. of outdoor patio area.
- **Valet parking available**
- **Wines:** Over 250 selections; all available for retail sale through The Black Door retail sales concept
- **All wines available by the glass** TTR opens any bottle in inventory with a 2-glass commitment.
- **Enomatic wine systems:** TTR CC will feature state-of-the-art Enomatic wine storage and service systems; all wines served by the glass from these systems are perfectly maintained and poured at optimal temperatures. There will be self-service Enomatic systems on the floor in addition to the ones used by the servers behind the bar.
- **Food:** Gourmet cheese plates, charcuterie plates, tapas bar, and brick-oven pizzas
- **Lunch daily**
- **Sunday brunch**
- **Planned Operating Hours:**  
Mon. – Wed. 11am – Midnight  
Thurs. – Sat. 11am – 2am  
Sundays 11am – 10pm

## Private Events and Wine Dinners

TTR CC will feature approximately 7,000 square feet of interior space and 6,500 square feet of outdoor patio space, creating an expansive “urban oasis” for wine and food lovers. Features of this location will include an extensive wine by-the-glass program, carefully considered wines from around the globe, highly competitive retail pricing, open-fire cooking, live music, a tapas/raw bar, a distinguished in-house charcuterie program, ample parking, and a number of flexible private event spaces. Retail wine will be sold through Lasco’s innovative Black Door wine sales concept ([www.theblackdoor.com](http://www.theblackdoor.com)).

## Giving Guests the Amenities They Want

As plans are finalized for this space, Lasco and his team will leverage technology, social media, and focus groups to get input on the design from their existing patrons and those in the CITYCENTRE area. Lasco commented, “We have our own thoughts about what we should include, but we need to know which elements our guests really desire – we want to know what they think will help create the finest wine and food experience possible. We’re going to use all the technology available to us to gather suggestions – including our Tasting Room, Black Door, and MAX’s Wine Dive websites, as well as a number of social networking websites.”

## Building on a Solid Foundation

Lasco opened the original Tasting Room in Houston’s Uptown Park in the Fall of 2003 and through the years has expanded it from 1,000 square feet to more than 7,600 square feet. It features the most seating of any wine bar in the city, multiple spaces for private events, a large outdoor patio and garden area, and the Reserve Room, Houston’s premier luxury wine room and event space. The Tasting Room’s second location opened in Houston’s River Oaks area in late 2006. At approximately 3,000 square feet, it offers a comfortable and relaxed environment where guests can enjoy wines from around the world with select gourmet foods. It too features multiple private event spaces, with a unique indoor/outdoor air-conditioned patio room. Both of The Tasting Room’s existing locations feature live music most nights of the week and highly competitive retail wine prices through Lasco’s Black Door retail wine sales concept.

“I love great wine, great food and great company,” said Lasco. “We’ve built our business through the years with a passion for enjoying all that life has to offer, and we are so thankful for all of our loyal customers and supporters. We are thrilled to bring the next generation of The Tasting Room to CITYCENTRE.”

**About Lasco Enterprises** – Formed in Houston in 2003, Lasco Enterprises is the management company for MAX’s Wine Dive (Houston, Austin and San Antonio), The Tasting Room Wine Cafés, and The Black Door, and now has over 150 employees in three cities. In 2009, The Houston Business Journal named Lasco Enterprises the 13<sup>th</sup> fastest-growing company in Houston and awarded the company its “Enterprise Champion” award for Lasco’s commitment to its employees, the communities in which it operates, and for its contributions to its industry.

Visit [www.lascoenterprises.com](http://www.lascoenterprises.com); [www.tastingroomwines.com](http://www.tastingroomwines.com); [www.theblackdoor.com](http://www.theblackdoor.com); and [www.maxswinedive.com](http://www.maxswinedive.com).

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**About CITYCENTRE** – Developed by Midway Companies, CITYCENTRE is a thoughtfully planned and meticulously executed self-contained community of sophisticated retail, elegant dining, Class-A office space, 22 corporate penthouse residences, luxurious brownstones and lofts, upscale apartments and the 244-room Hotel Sorella, a world-class hospitality and conference facility. Surrounded by European-style open-air plazas and beautifully designed green spaces, CITYCENTRE is also home to Life Time Athletic, a state-of-the-art urban fitness facility and spa, and Studio Movie Grill, an eight-screen premier cinema. For more information, please visit [www.citycentrehouston.com](http://www.citycentrehouston.com).