

URBANE



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FOR IMMEDIATE RELEASE

**URBANE OFFERS MODERN, REFINED DINING WITH A TRUE
PACIFIC NORTHWEST FLAVOR**
**The new restaurant at Olive and 8th Ave. touts regionally farmed fare
paired with local wines and beers**

SEATTLE (February 12, 2009) – Bringing cultured culinary style to the Northeast corner of the downtown core, Urbane—the new restaurant and bar located at 1635 8th Avenue—opens today. With a focus on sustainability, the restaurant occupies the first floor of the new Olive 8 condominium and Hyatt at Olive 8 hotel, which opened earlier this month and is slated to be the first LEED certified condo-hotel building in Seattle. Under the direction of Executive Chef Brent Martin, Urbane promises a regional farm-to-plate experience with fresh offerings from Draper Valley Farms, Willie Green Farms, Beecher’s Cheeses and Salumi Artesian Cured Meats, as well as regional wines from Spring Valley Vineyard and Boudreaux Cellars.

“With Urbane, I’ve created the menu from the ground up – literally. I’ve always been committed to using local farms and we have amazing natural resources throughout the Northwest when it comes to produce, meats, seafood, wine and even beer,” said Martin, Executive Chef for Urbane. “I’m looking forward to introducing a new array of locally grown ingredients and seasonal flavors to Seattle diners.”

Offering Seattle residents and out-of-town guests a true taste of the Pacific Northwest, Urbane’s flexible menu will follow local growing seasons. Debut items includes a slow olive oil poached King Salmon served with an apple and fennel salad; grilled, grass-fed bone-in Rib Eye from Thundering Hooves Ranch, served with crispy Walla Walla Onion rings; and a sticky toffee pudding with Mt. Rainer honey meringue ice cream. In addition to serving full breakfast, lunch

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and dinner menus, the restaurant will provide room and catering services for Hyatt at Olive 8 guests and Olive 8 condominium residents. Executive Chef Brent Martin will also oversee the menu and management of Hyatt at Olive 8 coffee and wine bar, an open and eclectic space that will welcome guests and visitors with fresh pastries and gourmet coffees each morning and a selection of cheese plates, small bites and Northwest beverages each evening.

“We are offering Seattle residents, Olive 8 condo owners and Hyatt hotel guests a cosmopolitan dining experience true to our vision of green, sustainable living,” states David Thyer of R.C. Hedreen Co., the real estate development company behind the Olive 8 condominium and Hyatt at Olive 8 hotel project. “Urbane is an ideal fit for the building, offering regionally inspired creations and a seasonally-driven menu full of local ingredients.”

Keeping with its environmentally responsible premise, Urbane’s kitchen participates in composting and oil recycling programs, and commissioned Meyer Wells, a local Seattle company, to create its elegant communal table entirely from locally salvaged wood. Light and airy with floor to ceiling windows presenting the vibrant city as a backdrop, Urbane’s simple and welcoming space seats 108 in the dining room and an additional 20 guests in the connected bar. Urbane will be open seven days a week from 6:30 a.m. to 10 p.m.

Editor’s note:

For additional details or to express interest in a tasting at Urbane, please contact Ashley Ennis at ashley@duopr.com.

About Urbane:

The word Urbane *\,ər-ˈbān* means *notably polite or polished in manner*, and that is the goal of both the service and the culinary offerings at Urbane: modern and refined, yet approachable and enduring. Under the direction of Executive Chef Brent Martin, the restaurant’s philosophy is simple: “Good food depends on good ingredients.” Serving true Pacific Northwest cuisine in an elegant environment, Urbane utilizes regional farmers and resources to ensure only the freshest seasonal ingredients make it to the table. Flexible menus reflect the seasonality of key ingredients, including vegetables, wild game and species of fish and shellfish native to the Northwest. Urbane’s menu also prominently features offerings from such renowned Seattle resources as Beecher’s Cheeses and Uli’s Sausage from Pike Place Market, and Salumi Artesian Cured Meats from Pioneer Square.

About Hyatt at Olive 8

A striking addition to the Seattle skyline, the new landmark Hyatt at Olive 8 is set to be the city’s first LEED (Leadership in Energy & Environmental Design) certified “green” hotel. Co-designed by Seattle architecture firm MulvannyG2 and renowned New York architect Richard Gluckman, the state-of-the-art hotel features striking design elements including a sleek glass façade and one of the city’s largest living rooftops. The 346 luxury guest rooms occupy the 39-story building’s first 17 floors (condominiums are housed above), and the world-class property offers a range of on-site amenities, including 11,000 square feet of green meeting space, the eco-conscious Elaia spa, a 65-foot lap pool, a 2,400 square-foot

StayFit@Hyatt facility, environmentally sound housekeeping and dry-cleaning services, valet parking and 24-hour room service. Additionally, the ground floor is home to Urbane, a 108-seat restaurant and bar serving fresh Northwest cuisine to Seattle residents and guests alike. For additional information about Hyatt at Olive 8 or to make reservations, please visit www.olive8.hyatt.com.

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