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FOR IMMEDIATE RELEASE

**AVIA® LONG BEACH APPOINTS CHEF TONY MAALOUF TO BRING  
CULINARY PASSION AND EXPERIENCE TO AVIA KITCHEN + WINE BAR**

*Chef Envisions Infusions of Southern California and Mediterranean  
Flavors in Tasting Plates and Wine Pairings for Guests*

Wichita, KS – (June 24, 2009) – AVIA® Long Beach, the third property in a small, carefully-developed collection of new-concept boutique hotels from LodgeWorks, L.P., has appointed Tony Maalouf as its new Chef and Director of Food and Beverage. Citing passion and discipline as his favorite ingredients, Maalouf expects to sprinkle both into a unique culinary experience of tastings and pairings at the AVIA Kitchen + Wine Bar when the hotel opens this summer.

Prior to joining AVIA Long Beach, Maalouf served as the director of food and beverage at Carmel Valley Ranch Resort in Northern California. He brings with him 25 years of international experience in the hospitality industry, where he has offered his culinary delights to guests of such hotels as the Westin Bonaventure; Fontainebleau Miami; St. Regis Geneva, Switzerland; Euro Disney, France; The Beverly Hills and Beverly Hilton Hotels; as well as a restaurant in Lugano, Switzerland in which he was a co-owner.

Maalouf has also served and supervised service to many heads of states as well as prominent and famous celebrities. Among them are His Highness Prince Al Waleed Bin Talal, Italy Prime Minister Sergio Berlusconi, the late Prince Rainer and Rainer Family, Michael Douglas, Sarah Ferguson, the Duchess of York, Jennifer Lopez, Danny De Vito and many others.

Born in Beirut, Lebanon, Maalouf moved to the United States at the age of 21 and worked for restaurants and hotels to supplement school tuitions. From a dishwasher to kitchen assistant, cook to saucier, he eventually worked his way up to an assistant maître'd position. This path eventually led him to a job at Disneyland, Anaheim as the general manager of the exclusive private club 33, to which he describes as his "first real hospitality job."

While at club 33, Maalouf introduced winemaker dinners, which paired multiple-course dinners with wines from California, Northwest, France and Italy. At AVIA Long Beach, Maalouf envisions a similar style, with a menu reflecting flavors from the Mediterranean regions with the fusion of Southern California. He also plans to develop seasonal offerings such as a Swiss raclette and chocolate fondue for the fall and winter all within the theme of pairings and small plate tastings.

LodgeWorks continues the AVIA Hotels mission to create experiences that reflect the destination of the property in selecting Maalouf, whose favorite aspect of AVIA Long Beach is the concept itself. He describes AVIA Long Beach and the AVIA concept as "elegant yet unpretentious," and he plans to carry the locally-inspired aspects of AVIA into the culinary experience.

LodgeWorks, L.P. launched AVIA with the inaugural opening of AVIA Savannah in January 2009. In addition to AVIA Long Beach, LodgeWorks L.P. is scheduled to open AVIA Napa and AVIA The Woodlands in 2009.

### **About AVIA®**

AVIA is a new boutique hotel collection from LodgeWorks, L.P. of Wichita, Kansas that infuses sophisticated, locally inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks has teamed with accomplished boutique hotel designer Colum McCartan and other industry innovators to create the AVIA presence. Highlighted by local flavor and an air of discovery, the AVIA experience embodies "the art of living well" that is sought by boutique hotel travelers. AVIA Savannah, the first of the collection, opened its doors in January 2009 and was recently named to Condé Nast Traveler's "Hot List". AVIA Napa, AVIA Long Beach and AVIA The Woodlands are scheduled to open later this year. For more information, visit [www.aviahotels.com](http://www.aviahotels.com).

### **About LodgeWorks**

LodgeWorks, L.P., is a privately held hotel development and management company in the midst of an exciting portfolio expansion. Based in the American heartland, the LodgeWorks® team has a rich history as hospitality brand innovators with industry-leading guest satisfaction, sophisticated development acumen, and an experienced team that has successfully collaborated for more than 20 years. Among recent developments, the company has announced AVIA®, a new boutique hotel collection with sophisticated, locally-inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks is also introducing

comfortable luxury to the upscale suite category with the innovative refresh of Hotel Sierra<sup>®</sup> (previously branded Sierra Suites<sup>®</sup> Hotel). The new brand celebrates contemporary design and unexpected touches of luxury. LodgeWorks is also expanding its portfolio of owned and managed branded hotels including Hyatt Summerfield Suites<sup>®</sup>, Hyatt Place<sup>®</sup>, Aloft<sup>®</sup>, Hawthorn Suites<sup>®</sup>, and Hilton Garden Inn<sup>®</sup>. For more information, please visit [www.aviahotels.com](http://www.aviahotels.com), [www.hotel-sierra.com](http://www.hotel-sierra.com) or [www.lodgeworks.com](http://www.lodgeworks.com).