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LOCATION, LOCATION! JIN PATISSERIE MAKES A MOVE

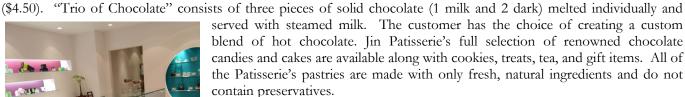
Award-winning Pastry and Tea Boutique Opens Second Location at the InterContinental Los Angeles Century City

(Los Angeles, CA) Pastry Chef Kristy Choo makes a bold statement with her location selection for the second Jin Patisserie by choosing the InterContinental Los Angeles Century City. Located adjacent to the lobby in the hotel, the boutique's urban modern design is a departure from the organic tea garden setting of the Venice location. Choo

explains, "I wanted to create a space to really show my passion for design and showcase my pastries and treats as artwork."

Like her edible artwork, shape and color figure prominently in the new space. The white walls are accented with geometrical cut-out shelving and bright colors accent the shelving and pastry and chocolate display case. Choo also designed three free-standing jewelry store inspired display boxes to showcase seasonal chocolate sculptures and gifts in the front window. Lucite bar stools serve as seating at the bar facing the front.

Menu items exclusive to the new location include "Trio of Chocolate" (\$15) hot chocolate and chocolate flower lollipops





About Pastry Chef Kristy Choo

Choo is featured in Star Chef's 2009 "Chef's to Know" book and was chosen 'Pastry Chef of the Year' 2007 by Angeleno magazine; 'Rising Star' 2006, by Star Chefs; 'Best of Show' 2006 at the Next Generation Chocolatier Competition; and nominated for 'Best Hot Chocolate' 2007 by the Food Network. Jin Patisserie was chosen 'Best of LA' 2004 by Los Angeles magazine and is included in the 2009 Zagat Guide for Southern California.

To view their exquisite gallery and order a full range of artisanal chocolates, cookies, cakes, and gift sets please visit www.jinpatisserie.com. Jin Patisserie has

two locations; Abbot Kinney, the tea garden and pastry shop is located at 1202 Abbot Kinney Blvd., Venice, California 90291, 310-399-8801 and Century City, the pastry and tea boutique is located in the lobby of the InterContinental Los Angeles Century City 2151 Avenue of the Stars Los Angeles, CA 90067. For more information please contact April Rushing at Rushing Media 818-253-5385 or by e-mail April@RushingMedia.com.