



**For Immediate Release**

January 8, 2009

Media Contact

Rushing Media

April Rushing

818-253-5385

## **LOCATION, 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 (\$4.50). "Trio of Chocolate" consists of three pieces of solid chocolate (1 milk and 2 dark) melted individually and



served with steamed milk. The customer has the choice of creating a custom blend of hot chocolate. Jin Patisserie's full selection of renowned chocolate candies and cakes are available along with cookies, treats, tea, and gift items. All of the Patisserie's pastries are made with only fresh, natural ingredients and do not contain preservatives.



#### **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 *Angeleño* 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](http://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](mailto:April@RushingMedia.com).