

## Carefree Resort Chef's Put New Menu on the Map!

October 1st, 2010  
Carefree, Arizona

With a multi-million dollar renovation in the works, The Carefree Resort & Conference Center continues to redefine Carefree's image with a new menu and restaurant concept designed to meet the challenging demands of tourists, convention goers and local guests. Chefs Henry Hopkes and Eugene Knox are doing just that with a new menu for the Carefree Resort and its signature restaurant, The Lariat.

"Our goal is to provide food selections and choices that exceed the presentation and quality standards of what people expect to find in a hotel restaurant," said Edwin Leslie, President & CEO of Bridlie Hospitality Management, Inc. the resorts operator. "We firmly believe that providing the highest quality product as well as modern innovative menu selections will drive more convention business to the hotel and position The Lariat Restaurant to compete in the local restaurant market."

Chef Henry Hopkes was brought to Carefree to do just that. Chef Hopkes is a graduate of the Culinary Institute of America and for eight years was part of the team that created the design, concept and menu inspirations for nationally recognized McCormick and Schmick restaurants. Hopkes will work with long-time Executive Chef Eugene Knox to create inventive and distinctive seafood, mixed grill and steak dishes that will be unique to the Carefree, Scottsdale and Phoenix marketplaces. Chef Knox, a 20+ year veteran of the hotel industry and native of Chicago, served as the Executive Chef at the Hilton Chicago before moving to Carefree, Arizona to be a part of the Carefree Resort & Conference Center. The ownership and management of the resurgent Carefree Resort & Conference Center are very excited about the two chefs creating a Fresh Seafood and Steak Restaurant concept that will put the resort on the map for fine dining and extraordinary cuisine.

The new menu will feature items that include Butter Poached Lobster Bisque, Wood Fired Brick oven Atlantic Salmon, Idaho Rainbow Trout Meuniere Almondine, Creole Style BBQ Prawns, Fresh House Salads and signature Homemade Desserts.

Carefree Resort & Conference Center is a leader in conference services in the Scottsdale, Arizona market. With over 300 guest rooms, Villas and 50,000+ square feet of meeting and convention space the resort can handle groups from 10 to 1,500.

For more information contact Candy Scott, Director of Group Sales at (480) 595-3702 or [cscott@carefree-resort.com](mailto:cscott@carefree-resort.com).

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*(Left to Right) Chefs Henry Hopkes and Eugene Knox set a new standard of excellence at the Carefree Resort & Conference Center.*