

# ASADOR

MODERN FARM TO FIRE

## FOR IMMEDIATE RELEASE

\*Images and Menu Available Upon Request

## RENAISSANCE DALLAS HOTEL DEBUTS NEW RESTAURANT ASADOR FEATURING MODERN FARM TO FIRE CUISINE

**Dallas, Texas (February 14, 2011)** - The [Renaissance Dallas, Texas Hotel](#), located near downtown, has completed an exciting \$3 million renovation focusing on the lobby and its new restaurant Asador, opening late-February.

Upon entering the hotel, guests will find a more spacious and open environment with a streamlined lobby featuring a 43-foot hand-blown chandelier, wood columns and cozy lounge seating with a view towards the new restaurant.

### THE CHEF

Asador brings a new level of quality and creativity to the culinary landscape of the Dallas Market Center neighborhood. Celebrated Chef/Restaurateur Dean Max will serve as Concept Chef for the restaurant and has received critical acclaim for the five restaurants he owns and manages across the U.S. including 3030 Ocean in Fort Lauderdale, AMP 150 in Cleveland, Latitude 41 in Columbus, 3800 Ocean in Palm Beach and The Brasserie in the Cayman Islands. Restaurant Chef David Trubenbach, formerly of Melissa Kelly's Primo Restaurant, will oversee all day-to-day operations.

Chef Max returns to his farm raised roots in his latest venture Asador, offering a bold and flavorful menu featuring modern American cuisine with a Latin flare, centered around a farm-to-table approach. As a young child, Max received hands-on experience on his family farm.

"Growing up in an organic environment gave me an early insight about what freshness really is and how foods work together," said Max. "I even had my own jalapeño patch when I was nine."

### THE FOOD

The Spanish word Asador, translates to mean grill. The intimate casual eatery will focus on what Chef Max calls "farm to fire" cooking, using seasonal local ingredients prepared over an open flame of mesquite wood. Serving breakfast, lunch and dinner, Asador's seasonal menu is comprised of Texas and Latin American inspired specialties with "snacks" for sharing as well as "market" and "large plates" selections for guests looking for a full dining experience. The majority of the items are priced under \$20.

The "snacks" selection features *Jar of Pickles* with cucumbers, cauliflower, carrots, radish and habanera vinegar; *Fire Roasted Gulf of Mexico Stone Crabs* with spicy mustard; *Tamarind Grilled Texas Quail* on a stick; *Habanera Agave Chicken Wings* with pickled vegetables; as well as *Beef*

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*Fat French Fries* with spicy house-made ketchup and lemon aioli.

Diners looking for heartier options will enjoy “Large Plates” such as *Fire Roasted Fran’s Natural Chicken* with crispy brussels sprouts, smoked bacon and agave nectar; *Niman Ranch Pork Chop* with white corn grits and red pepper chutney; and a *Mesquite Grilled 18 oz. Dry Aged Cowboy Steak* with casava fries and black garlic butter.

Patrons can also select from an assortment of “market” options that include *Roasted Heirloom Beet Salad* with Hoja Santa goat cheese, toasted walnuts, arugula and tequila vinaigrette; *Smoked Brisket Sandwich* with sweet onions and black pepper Caciotta cheese; and a *Roasted Pepper Sandwich* with grilled onions and Paula Lambert’s smoked mozzarella.

The menu includes a selection of “garden” sides such as *Organic Locally Milled Grits* with queso Oaxaca, *Braised Wild Mushrooms* with poblano farm cream, *Crispy Brussels Sprouts* with smoked bacon, agave nectar and lemon; and *Roasted Brocollini* with almonds and lemon.

## **THE TEQUILA BAR**

Visitors to Asador’s Tequila Bar can indulge in a discerning selection of over 100 tequilas and several specialty cocktails, including seasonal margaritas made from fresh squeezed juices served with your choice of tequila. Seasonal margaritas include the *Flama de Asador* served with Sotol Reposado, agave nectar, and house sour mix; the *Spicy Elderflower Margarita* with Milagro Reposado, St. Germain Elderflower Liqueur infused with chili peppers, and a chili powder sugar rim; and the *Grapefruit Margarita* with Patron Silver, Canton Ginger Liqueur, fresh grapefruit, and a ginger rim. The full bar also includes several beers from Texas as well as Central and South America.

## **THE DECOR**

Asador’s timeless décor features a soft contemporary design with relaxed Texas feel centered around an open stainless steel kitchen and hand-cut Austin stonewall washed with white light. The main dining room features Brazilian walnut wood floors, frosted glass accents, local photography and columns wrapped with sheer fabric highlighting Dallas street names. The focal point of the restaurant is the tequila bar with over 100 tequilas displayed on glass shelves complemented by an LED illuminated concrete bar top. Along with seating for dining, the restaurant’s open floor plan includes a chef’s counter, bar seating, communal tables, and an intimate library with floor-to-ceiling maple wood walls and lounge seating. Just off the main dining room, to the right of the bar is a private dining room with seating for up to 12 guests.

### **About Asador and the Renaissance Dallas Hotel:**

Asador is located in the Renaissance Dallas Hotel and open to the public, for more information or restaurant reservations, call 214-267-4815 or visit [www.asadorrestaurant.com](http://www.asadorrestaurant.com).

The Renaissance Dallas, TX Hotel is centrally located in Dallas Market Center near the American Airlines Center. The 30-story hotel recently completed an extensive remodel to 514 guestrooms and suites. The hotel is located at 2222 Stemmons Freeway, Dallas, Texas 75207. Room reservations can be made by calling 214-631-2222 or visiting [www.marriott.com/DALBR](http://www.marriott.com/DALBR).

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**Media Contacts:**

Kelle Jackson

**Jackson & Flagg Public Relations**

214.365.9998 office

214.662.6644 cell

[kj@jacksonflaggpr.com](mailto:kj@jacksonflaggpr.com)

Catharine Flagg

**Jackson & Flagg Public Relations**

214.365.9996 office

214.697.1952 cell

[cf@jacksonflaggpr.com](mailto:cf@jacksonflaggpr.com)

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