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FISHER & PAYKEL SPONSOR SECOND ANNUAL ALL-STAR CHEF CLASSIC AT L.A. LIVE

Fisher & Paykel and DCS by Fisher & Paykel provide premium kitchen appliances for all chef-led and interactive culinary experiences

HUNTINGTON BEACH, Calif. (March 4, 2015) – Fisher & Paykel Appliances, Inc., a global design innovator and manufacturer of indoor and outdoor home appliances, will sponsor the second annual All-Star Chef Classic at L.A. LIVE. In addition to providing premium appliances for the exclusive four-day culinary experience, Fisher & Paykel will also sponsor The French Masters Dinner on Wednesday, March 11, and DCS by Fisher & Paykel will present Grill & Chill on Saturday, March 14. “We’re looking forward to being a part of another awe-inspiring event this year that showcases the premium culinary experience our products help deliver,” says Scott Davies, brand marketing manager for Fisher & Paykel.

“The All-Star Chef Classic showcases more than 20 Michelin-Starred chefs and James Beard Award winners and nominees in a series of interactive dining experiences, bringing over 3,500 fans ‘kitchen-side’ for unparalleled access to their favorite chefs—the first-ever event showcase of its kind in the food festival landscape,” says founders Lucy Lean and Krissy Lefebvre. The immersive and chef-led dining experiences include:

- Masters Dinner: A three-part series dedicated to French, British, and American talent
- Grill & Chill: A celebration of open-flame cooking
- Kitchen Kids: A record-setting large-scale cooking class for kids.

“We’re really excited and honored to again partner with All-Star Chef Classic and sponsor the French Masters Dinner.” says Davies. This year, the fine-dining, stadium-style affair will feature France’s most acclaimed chefs including David Toutain, Dominique Crenn, Ludo Lefebvre, Iñaki Aizpitarte, and Sven Chartier and hosted by Billy Harris. Paired with impeccable French wines, this extraordinary, multi-sensory experience allows attendees to watch and indulge in haute cuisine crafted right before their eyes.

As the presenting sponsoring for Grill & Chill, DCS by Fisher & Paykel will provide premium outdoor grills for the open flame showcase. “As a pioneer of outdoor grilling, DCS by Fisher & Paykel will show how these appliances shape the culinary experience,” says Gina Lathrum, brand marketing manager for DCS by Fisher & Paykel. Expanding from 10 to 20 chefs in 2015,

the multi-cultural celebration will showcase 10 All-Star Chefs grilling demonstrations while 10 additional All-Star Chefs will share their chilled recipes of choice in the All-Star Chefs' Tasting Arena. The Restaurant Stadium™ and Chefs' Tasting Arena™ are both custom built and state of the art venues with stadium seating, lights, cameras and LED screens so guests are a part of action and feel the heat of the kitchen.

The 2015 All-Star Chef Classic will include more than 25 internationally-renowned chefs and personalities including: Ludo Lefebvre (Trois Mec, Los Angeles), Inaki Aizpitarte (Le Chateaubriand, Paris), David Toutain (Restaurant David Toutain, Paris), Sven Chartier (Saturne, Paris), Nancy Silverton (Mozza, Los Angeles), Daniel Patterson (Coi, San Francisco), Christina Tosi (Momofuku Milk Bar, New York), Michael Cimarusti (Providence, Los Angeles), Jenn Louis (Lincoln, Portland), Suzanne Goin, (Lucques, Los Angeles), Waylynn Lucas (fonuts, Los Angeles), Jon Shook and Vinny Dotolo (Animal, Son of a Gun, Los Angeles), Jonathan Waxman (Barbuto, New York), David Lefevre (MB Post, Manhattan Beach), Graham Elliot (GEB, Chicago), Aarón Sánchez (Paloma, Stamford), Wylie Dufresne (wd-50, Alder, New York), Suzanne Goin (AOC, Lucques, Tavern, Los Angeles), Josiah Citrin (Melisse, Los Angeles), Zoe Nathan (Huckleberry Café & Bakery, Santa Monica), Mark Hix (Hix, London), James Lowe (Lyle's Restaurant, London), Daniel Doherty (Duck and Waffle, London), Skye Gyngell (Spring, London), and Bryn Williams (Odette's, London).

For more information or to purchase tickets, visit www.allstarchefclassic.com.

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About Fisher & Paykel

Since 1934, the Fisher & Paykel design heritage has been founded on a pioneering spirit and culture of curiosity that challenges conventional appliance design to consistently deliver products tailored for human needs. Incorporating outstanding performance and user-focused innovation, Fisher & Paykel and DCS by Fisher & Paykel appliance brands inspire people through indoor/outdoor kitchen and laundry products designed with real life in mind. Our brands incorporate innovative technologies driven from a passion to produce the most technically advanced, efficient and contemporary styled appliances. As pioneers of the world's first drawer dishwasher – DishDrawer® – Fisher & Paykel continues to pave the way for appliance innovation. Since the 1980s, DCS has defined cooking appliance innovation for the commercial food industry and designs commercial quality appliances for the home. Fisher & Paykel Appliances is a global company operating in 50 countries, manufacturing in the United States, Mexico, Italy, Thailand and New Zealand, employing over 3,300 people with revenue of more than \$1 billion annually. For more information, please visit: www.fisherpaykel.com.

About L.A. LIVE

L.A. LIVE is a 4 million square foot / \$3 billion downtown Los Angeles sports and entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center featuring Club Nokia, a 2,300 capacity live music venue, Nokia Theatre L.A. LIVE, a 7,100-seat live theatre, a 54-story, 1001-room convention "headquarters" destination (featuring The Ritz-Carlton, Los Angeles and JW Marriott Los Angeles at L.A. LIVE hotels and 224 luxury condominiums – The Ritz-Carlton Residences at L.A. LIVE – all in a single tower) , the GRAMMY Museum, the 14-screen Regal Cinemas L.A. LIVE Stadium 14 theatre, broadcast facilities for ESPN along with entertainment, residential, restaurant and office space. Developed by Los Angeles-based AEG, L.A. LIVE, considered to be the nation's most active 'live content and event campus,' also features 260,480 square feet of conference center and ballroom facilities, a 100,000 square feet special events deck, the famous Lucky Strike Lanes and Lounge, the celebrity owned Conga Room, a one-of-a-kind GRAMMY Museum, saluting the history of music and the genre's best known awards show all centered around Nokia Plaza L.A. LIVE, a 40,000 square feet outdoor event space. L.A. LIVE showcases more events, award shows, sporting competitions, concerts and hospitality options than any other destination in the world. Visit L.A. LIVE today at www.lalive.com