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MEDIA ALERT

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JIN PATISSERIE MOVES EAST WITH LAUNCH OF SECOND LOCATION FALL 2008

Award-winning Pastry Chef **Kristy Choo** of **Jin Patisserie** Debuts New Boutique at the InterContinental Hotel in Los Angeles Century City

(Los Angeles, CA) Pastry Chef Kristy Choo is set to open a much anticipated second location of her award-winning Venice-based pastry shop Jin Patisserie in the fall 2008 at the InterContinental Hotel Los Angeles Century City. Choo explains her decision, "It is exciting to set up a second location in Los Angeles. It is a more convenient way for our customers to experience our fresh, delicate creations." This new location is in line with the artisanal brand's plan for expansion and increasing their hospitality based partnerships.

Customers can order individual size cakes, chocolates, and gift items at the lobby adjacent location, with seating available in the pastry shop or in the lobby. For ordering to go convenience customers of Jin Patisserie receive a thirty-minute validation for free parking. Inspired by her love of jewelry, Choo's design for the intimate boutique will feature shadow display boxes in the front window to perfectly showcase for her jewel-like truffles and cakes. Theodor Tea, coffee, macaroons, cakes, and their signature truffles will be available for sale.

Choo has won accolades for her use of exotic ingredient combinations, subtle flavors, and intricate hand-decorating and was named '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; nominated for 'Best Hot Chocolate' 2007 by the Food Network; and chosen 'Best of LA' 2004 by *Los Angeles* magazine. Visit www.JinPatisserie.com to view her exquisite gallery.

What: Jin Patisserie's second Los Angeles area location to open
www.JinPatisserie.com

Scheduled Opening: Fall 2008

Where: InterContinental Hotel Los Angeles Century City
2151 Avenue of the Stars
Los Angeles, CA 90067

Who: **Kristy Choo**, pastry chef and owner Jin Patisserie

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