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CHEF KERRY SIMON OFFERS A CULINARY TOUR OF LOS ANGELES WITH LA MARKET AT JW MARRIOTT LOS ANGELES AT L.A. LIVE

LOS ANGELES (March 1, 2010) - Celebrity Chef Kerry Simon introduces LA Market at the newly opened JW Marriott Los Angeles at L.A. LIVE. In the midst of the culinary renaissance and redevelopment of downtown Los Angeles, the restaurant echoes the excitement of the L.A. LIVE entertainment complex showcasing Chef Kerry Simon's 'rock and roll' approach to modern cuisine.

Simon utilizes global flavors with starters like the *Mezze Plate*, which includes hummus, baba ghanoush, tabouli, feta, roasted peppers, marinated olives and warm house made flatbread, *Wok Charred Edamame* with ginger sea salt, and *Crisp Fried Calamari* with spicy Asian ponzu. Selections of pizzas are also available. Purists enjoy the *Classic Tomato and Mozzarella Margherita Pizza* while the more adventurous can opt for the luxurious pie topped with beef carpaccio, arugula and truffle oil. The menu also offers an array of seasonal salads like *LA Market Green Salad* with crispy shallots, shaved asparagus and poached organic egg and *Tender Spinach Salad* topped with Fuji apple, bacon and walnuts. Entrees reflect Simon's dedication to comfort classics with dishes like *The "Meatloaf"* served with mashed potatoes, *Lamb Tagine* with cous cous and cucumber yogurt and *Bricked Organic Chicken* served with organic farro, braised beet greens and a citrus jus.

LA Market signature takes diners on a journey through Los Angeles' many culinary destinations, celebrating the food and culture found throughout the city. Chef Simon's *French Dip and Provolone Sliders* are a tribute to downtown Los Angeles' legendary roast beef establishments like Cole's. *Sushi Pizza* pays homage to Angelino's long standing obsession with sushi and the more recent pizza phenomenon. Salads and side dishes feature fresh vegetables found by Simon at the Santa Monica Farmer's Market.

The LA Market Burrata Bar and communal tables provide diners with a warm and inviting setting to sample cheese and charcuterie. The carefully crafted menu features burrata from Gioia Cheese Company in El Monte, California garnished with different accompaniments. Examples of selections include *Pasolivo Extra Virgin Olive Oil and Salt*, *Organic Tomatoes and Basil*, and *Organic Beets and Tomato Salad*, all accompanied with grilled La Brea Bakery levain.

With LA Market's dessert menu, Chef Simon satisfies the sweet tooth with his version of American classics. The signature *Junk Food Platter* features childhood favorites like rice krispy treats, cotton candy, cookie dough, hostess cup cakes and a chocolate milk shake. Other desserts include *Twice Baked Banana Bread* with spiked caramel, malted brown sugar crunch and bourbon ice cream and *Grasshopper Pie* with chocolate cookie crust, mint chocolate chip ice cream and a sticky chocolate ganache.

The cocktail program offers guests a reason to linger. The innovative cocktails, handcrafted with fresh ingredients, include *The Hollywood Groove*, a combination of gin, apricot and ginger, *Sweet Reserve*, a mix of Woodford Reserve bourbon, grapefruit and honey and *Mandarin Thyme* with Absolut Mandarin vodka, Aperol and thyme. The wine list places an emphasis on California producers but also boasts a selection of global offerings.

Barry Design Associates designed the restaurant to be a continuation of the flow of activity from the L.A. LIVE complex. Natural wood tops the tables and shades of amber and brown accent the main dining area. An abstract mosaic of gold and copper sits on the wall leading to the kitchen allowing diners get a close view of the action in the kitchen as well as the bustling lobby bar.

LA Market is located at 900 W. Olympic Blvd in the JW Marriott L.A. LIVE hotel and is open daily for breakfast, lunch and dinner. The Burrata Bar is open daily from 5 p.m. to 11 p.m. For reservations, please call 213- 765-8930.

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About Kerry Simon:

Throughout his career, Kerry Simon has cooked for the likes of David Bowie, Matt Dillon, Diane Keaton, Debbie Harry and INXS; he is the winner of the Iron Chef competition on The Food Network and was named "rock and roll" chef by Rolling Stone Magazine. Simon serves as the Executive Chef of Simon L.A., in the Sofitel Hotel in Los Angeles as well as Simon Restaurant and Lounge in Palms Place inside the Palms Casino, Las Vegas as well as the CatHouse, an ultra-lounge and restaurant at Luxor Hotel and Casino in Las Vegas.

About JW Marriott:

JW Marriott is a world-class luxury hotel brand that appeals to the accomplished traveler seeking an environment of casual elegance. As a signature JW, the JW Marriott Hotel Los Angeles at L.A. LIVE offers a central location in Los Angeles' burgeoning downtown district, providing sophisticated travelers a front seat to the world-class entertainment, sports and dining district, along with the approachable luxury for which the brand has long been known. Featuring the most flexible meeting space in downtown Los Angeles, including three floors of stacked ballrooms, the hotel has 878 guest rooms and more than 100,000 square feet of meeting space. The JW Marriott at L.A. LIVE shares space with The Ritz-Carlton Hotel and The Ritz-Carlton Residences at L.A. LIVE in a 54-story building designed by Gensler Architects in Los Angeles.