Exclusive Lexus Culinary Team to Debut at Pebble Beach Food & Wine

March 31, 2011

TORRANCE, Calif. (March 30, 2011)—In a first of its kind, Lexus is teaming up with six of the world's most distinguished chefs as it unveils its Lexus Culinary Masters team. The team will partner with Lexus on multiple initiatives, including Lexus customer appreciation programs, charitable outreach, and multimedia productions. Details on future programs will be announced later this year.
The Lexus Culinary Masters debut lineup includes:

- **Chef Daniel Boulud** – Chef/Owner of several restaurants, including DANIEL
- **Chef Michael Chiarello** – Chef/Owner, Bottega
- **Chef Dean Fearing** – Chef/Partner, Fearing's Restaurant
- **Chef Christopher Kostow** – Executive Chef, The Restaurant at Meadowood, Meadowood Resort Napa Valley
- **Chef Masaharu Morimoto** – Chef/Owner of Morimoto restaurants
- **Chef Michael Symon** – Chef/Owner of several restaurants, including Lola Bistro

"We know epicurean pursuits are a passion point for our customers, and we have a well-established history of aligning with premier food and wine events, auctions, associations and institutions," said Dave Nordstrom, Lexus vice president of marketing. "However, partnering with this extraordinary group of chefs is an entirely fresh approach. We will ask our culinary team members to advise us and help create highly innovative programs—from owner benefits, to entertainment, to philanthropic endeavors."
"I'm honored to be part of such an elite culinary team, working with a company who shares our passion for perfection," said Michael Chiarello, acclaimed founder of Bottega, culinary entrepreneur, cookbook author, winemaker and Emmy award-winning television personality. "I'm looking forward to helping shape future programs as part of the team, as well as lend my lifestyle expertise to various programs and charitable opportunities."
Masaharu Morimoto, Iron Chef and international restaurateur added, "As a chef, my life mission is to create a memorable dining experience for my guests. I'm thrilled to be working with the Lexus Culinary Masters to collectively partner with Lexus in creating similar memorable experiences for their customers."

Debut Appearance
The Lexus Culinary Masters team will convene next month for their first joint appearance at the prestigious Fourth Annual Pebble Beach Food & Wine festival, April 28 – May 1, 2011, where Lexus is returning as a Sponsor. Boulud, Chiarello, Fearing, Kostow, Morimoto and Symon will entertain event attendees at *Lexus Presents—Taste Perfection with Louis Roederer Cristal*, at **10 a.m. PT, Friday, April 29.** The chefs will each prepare small bites inspired by one of six tastes: sweet, sour, bitter, salty, spicy and umami.
As a premier Pebble Beach Wine & Food sponsor, Lexus is known for hosting some of the festival's most highly coveted, sold-out events. This year follows suit as the automaker hosts the inaugural *Lexus Presents–REMIX: A New Spin on Haute Cuisine with Champagne Krug*. Fine dining will converge with pop culture as guests savor Lexus Culinary Masters-prepared fare with Krug's finest champagne pairings and music from DJ Mom Jeans aka Danny Masterson.
Other Lexus-sponsored Pebble Beach Food & Wine events include the Lexus Chef's Table Lunch Featuring Michael Chiarello and Graham Elliot, as well as two famed Lexus Grand Tasting Events—a must-eat, must-see gathering of gourmands where guests enjoy unparalleled access to 25 world-renowned chefs serving samples of their cuisine along with 200 premium wineries pouring more than 500 vintages.

About Lexus
Lexus is the leading luxury automaker in the United States. With its reputation for high-quality products and exemplary customer service from its 229 dealers, Lexus has been the top-selling luxury automaker for eleven years in a row. In addition, Lexus is the luxury hybrid leader, offering five hybrids that provide the best in innovative technology and first-class luxury. When Lexus was established in 1989, it offered two models of vehicles. Now, more than 20 years later, Lexus offers variations of 10 vehicles, from the sporty CT 200h hybrid to the V10 supercar, the LFA.

About Pebble Beach Food & Wine
In its first year, Pebble Beach Food & Wine became the largest luxury food and wine event on the West Coast. Created by Coastal Luxury Management, based in Carmel, Calif., This four-day celebration will bring together more than 70 prominent chefs and 250 acclaimed wineries and distinguished winemakers from around the world to the iconic Pebble Beach Resorts for a first-class display of epicurean splendor and unrivaled access. In addition to cooking demonstrations led by the most talented chefs from around the globe and vertical tastings from the world's top wine producers, unique experiences added each year make this a must-see annual event for culinary enthusiasts and wine aficionados the world over.
Ticket prices per person range from $100 for a single event pass to $4,750 for a VIP four-day pass, with access to all events and exclusive after-hour parties with the chefs and winemakers, as well as Lexus transportation to and from events. To purchase tickets to Pebble Beach Food & Wine, or for more information on ticket packages, visit www.pebblebeachfoodandwine.com or call 1-866-907-FOOD (3663).

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EDITORS NOTE: PHOTOS & INTERVIEWS AVAILABLE UPON REQUEST