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**CHINO LATINO named one of
America's "Top 100 Hot Spots" for 2012 by Open
Table – the only MN restaurant so honored.**

Minneapolis, Minn., May 1, 2012 – Five million reviewers can't be wrong. And when all the reviews were tallied, CHINO LATINO was named one of 2012's "Diner's Choice: Top 100 Hot Spots" by Open Table users.

**A "hugely
significant" honor**

"This is a big deal because it's a direct reflection of the guest's experience," says Chino Latino creator and Parasole Restaurant Holdings partner Phil Roberts.

"The only way to win an award like this is to deliver the goods every night to everybody – from parties of two to groups of 100. We'd have been happy just to come out on top locally. To be the only restaurant in Minnesota on the list is hugely significant."



Big-league competition

The vast majority of the "Top 100" winners are located in major population centers on the coast, with New York and California represented in the greatest numbers, followed by Chicago.

Among the industry titans appearing on the list are Buddakan, Hurricane Club, Tao, Lavo and Red Rooster in New York; Mr. Chow in Beverly Hills and Miami; Nobu in Miami; and Mercadito, Pump Room, and The Girl & the Goat in Chicago.

"Many of the other award winners dwarf CHINO LATINO in sales volume," says Roberts. "The only way we could nudge our way onto a list alongside Buddakan and Tao is by earning such high guest satisfaction ratings that we couldn't be ignored."

CHINO LATINO's secret

"We never rest on our laurels," explains Roberts. "Lots of restaurants that have been around as long as we have hit the cruise control button, but we keep our foot on the accelerator – most recently by bringing the incredibly talented Tyge Nelson aboard as our executive Chef."

Among Nelson's initial achievements at CHINO LATINO:

The "Street Sheet Menu" -- "Every day, we supplement our regular menu with the STREET SHEET's focus on a particular Hot Zone," says Nelson. "The spotlight remains fixed for the entire quarter, but the roster of daily offerings can change at any time based on the availability of ingredients, guest preferences, and our changing inspirations."

Tribal Feasts – Group dining at CHINO LATINO has always been an event, and Nelson's focus on group dining makes it even more appealing. One example he cites: "If you've never had the CHINO SSAM, featuring a 10 lb. pork shoulder cooked 7 to 8 hours until it's pull-apart tender and served with nine different accompaniments, prepare to be blown away – especially when you consider the price: About \$20 a head."

Special Dinners – From CHINO LATINO's Chinese New Year extravaganza and its annual Aphrodisiac Dinner to Latin American feasts, pig roasts and beach parties, special dinners give Nelson and his team the opportunity to wow guests with multi-course blowouts, complete with paired cocktails, entertainment, and a host of surprises.

About Tyge Nelson

"We scored a major coup in landing Tyge for CHINO LATINO," says Parasole's head of culinary development, Tim McKee. "He's a formidably talented chef. I know because we've worked together for years."

Nelson first met McKee in the year 2000, when he began work at McKee's acclaimed La Belle Vie restaurant. There Nelson displayed both a keen culinary sensibility and strong operational and managerial skills. "Tyge helped us move the restaurant from Stillwater to Minneapolis without skipping a beat."

So impressed was McKee that he promoted Nelson to the position of Executive Chef at Solera restaurant. Next, he became executive chef of Barrio Tequila Bar in St. Paul, and then The Inn, in downtown Minneapolis.

One thing Nelson particularly likes about CHINO LATINO: Its focus on authenticity. "With a name like ours, you might expect us to be a fusion restaurant, but we don't mix distinct cuisines, we juxtapose them. I'm not interested in doing Moo shu pork burritos; I want to dive deep into both Chinese AND Mexican cooking – and a dozen other cuisines for that matter – and see where the path leads."

About Parasole

Headquartered in Minneapolis, Minnesota, **Parasole Restaurant Holdings** operates Chino Latino and Uptown Cafeteria & Support Group (along with Sky Bar on the roof) at Hennepin & Lake; Manny's Steakhouse, The Living Room & Prohibition at the W Minneapolis – The Foshay; Pittsburgh Blue Steakhouse in Maple Grove and Edina; Salut Bar Américain in Edina and St. Paul; Muffuletta Café in St. Paul; Burger Jones in Burnsville and Uptown; the Good Earth Restaurants in Edina and Roseville; and Mozza Mia Pizza Pie & Mozzarella Bar in downtown Edina.

By joining the Parasole Dining Club, guests have the opportunity to earn points for the dollars they spend and to redeem them for food and drink at any participating Parasole restaurant. Details at Parasole.com.

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