



**FOR IMMEDIATE RELEASE**

## **PARASOLE partnership with super chef Tim McKee is a marriage made in the kitchen.**

*Minneapolis, Minn., April 10, 2012.* Now over a year into their partnership, PARASOLE and James Beard Award-winning chef Tim McKee have achieved a harmony that even garlic and butter might envy.



### **The perfect creative collaboration**

“PARASOLE has been very successful at creating concepts, and Tim has the passion, energy and skills to ensure they reach their potential,” says PARASOLE founder, Phil Roberts.

“That’s why we were so pleased that he came aboard as our VP of Culinary Development,” continues Roberts. “Tim is a one-of-a-kind talent who combines true artistry with wide-ranging curiosity and an ability to connect

to guests at all points on the spectrum, from fine dining to take-out.”

### **For McKee: Freedom and opportunity**

Joining PARASOLE was one of the easiest decisions I’ve ever made,” explains McKee. “While retaining ownership of La Belle Vie and Smalley’s Caribbean Barbeque, and continuing my involvement with Masu and Sea Change, I’m now able to play in a much bigger sandbox.

“PARASOLE restaurants serve over 2 million guests a year. Our concepts range from natural foods to equatorial street food. The opportunity we have to elevate the quality of Twin Cities dining and expose people to new things is a chef’s dream. “

As PARASOLE’s Vice President of Culinary Development, McKee has purview over all of Parasole’s kitchens, as well as the Parasole Bakery. Working with Phil Roberts and the Parasole development team, he has a direct role in creating new concepts and guiding the evolution of current ones.

“This really is a unique partnership,” enthuses Roberts, “and a very sustainable one. We’ve done a lot in the past 12-14 months, and we’re moving full speed ahead.”

### **A Year of Achievements**

Among McKee’s achievements during his first year at PARASOLE:

- o **The evolution of GOOD EARTH.** “The Good Earth has been in business for over 30 years and is more relevant today than ever before,” says McKee. “My goal has been to enhance and focus our strengths in some key ways. One thing I’m excited about is our monthly focus on key ingredients. Our first focus was on pomegranate, quinoa, and kale. Beginning in April, we dove deep into asparagus, freekeh (a Mediterranean green wheat), and mint. You’ll see these ingredients appear on monthly specials, in beverages, and elsewhere on the menu. At the same time, we’re also creating a very impressive program to ensure that we serve only sustainable seafood.”

- o **Evolving the menu at UPTOWN CAFETERIA.** “We’ve refocused the menu to really hit the spot for people who are looking for a better class of comfort food,” says McKee. “We’ve got a great bar menu already, and it’s going to be, hands down, the best in its class. Our drink offerings have evolved as well. Chef Jeff Anderson’s craft cocktails are a great example of that.”
- o **Bringing Chef Tyge Nelson to CHINO LATINO.** “Tyge is a formidable talent,” says McKee. “I’ve worked with him for years and know what he can do. And CHINO gives him a broad palette to exercise his talents. Go check out his Brazilian Street Sheet specials. You’ll see what I mean.”
- o **Adding Magic to MOZZA MIA.** “We’ve expanded our pizza offerings and divided them into two categories: Classics and more creative Artisanal offerings.” McKee adds “We also improved the crust with a new poolish starter made with Surly beer. We’ve added antipasti, including a superb selection of salumi. And we introduced a signature Brick-Pressed Rosemary-Lemon Chicken entree.”
- o **Creating a new Happy Hour menu at PITTSBURGH BLUE in Edina.** “Offerings start at just \$2 for Cheese & Crackers, Onion Petals, a Fish Taco, and more,” says McKee. “\$3 offerings include things like a Pulled Beef Short Rib Slider and Grilled Cheese Fingers with a tomato-brie fondue for dipping. And \$5 buys you Crab Nachos, Vegetable Chips, Lettuce Wraps, or the Pittsburgh Blue Triple-Stack Burger. And everything is as delicious as it is cheap.”
- o **Bringing Jim Christiansen to PARASOLE.** “Jim did phenomenal work at Il Gatto,” says McKee, “and now he’s just completed a guest stint at Noma restaurant in Copenhagen, currently rated the best in the world.”
- o **Introducing special dinners and group feasts.** McKee has authored two Mangalitsa pig dégustation dinners, one at Il Gatto, and most recently at SALUT in Edina. “At CHINO LATINO, we’ve introduced the ‘Chino Ssam’ tribal feast, featuring an 8 to 10 lb. slow cooked pork shoulder served with Korean accompaniments,” McKee adds. “And at SALUT, we now offer Le Grande Boeuf feast, featuring Burgundy-braised beef for groups of eight to ten. We’ve

also upped the specialness of our wine dinners at MUFFULETTA and PITTSBURGH BLUE.”

## **What’s next for McKee and PARASOLE?**

“We’ve got all burners on high,” says Roberts. “We’ll be introducing all sorts of new offerings to patio diners. MOZZA MIA’s menu will continue to evolve in new and delicious ways. GOOD EARTH will continue to stay ahead of food trends, and break new ground in local sourcing, seasonality, and sustainability. CHINO LATINO will become a truly compelling culinary destination. And God only knows what new concepts Tim will help us dream up over the next year.”

## **About Parasole**

Headquartered in Minneapolis, Minnesota, **Parasole Restaurant Holdings** operates Good Earth in Edina and Roseville; Pittsburgh Blue Steakhouse in Maple Grove and Edina; Uptown Cafeteria and Chino Latino in Uptown; Manny’s Steakhouse, The Living Room and Prohibition in the W Minneapolis – The Foshay; Salut Bar Américain in St. Paul and Edina; Muffuletta Café in St. Paul; Burger Jones in Burnsville and on the north shore of Lake Calhoun in Minneapolis; 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 redeem them for food and drink at any participating Parasole restaurant. Details at [Parasole.com](http://Parasole.com).

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