



FOR IMMEDIATE RELEASE

**Cole's invites Los Angeles to a dip and a draft –
Saturday, November 6, Noon – 4pm
*Premier Open House Menu - 100 cents specials***

LOS ANGELES, November 13, 2008 -- Cole's, Originators of the French dip, invites the city to celebrate its official opening and the resurgence of the cherished Los Angeles landmark, Saturday, December 6, from Noon until 4pm. Cole's is anticipated to soft open the last week in November.

Cole's 100 Open House festivities, will take place at Sixth & Main in Historic Downtown, the restaurant-saloon's location since 1908, 118 East 6th Street, Los Angeles, California.

French Dip devotees are invited to sample au jus sandwiches, sides and slices of fresh housemade pies for just 100 cents a piece, commemorating Cole's premier, following a \$1.6 million yearlong restoration and the 100-year anniversary of the inventors of the famed French dip.

According to Cole's legend, not long after opening, a customer asked Jack Garlinghouse, the house chef, if he would dip the sandwich bun into the juice of the meat because his gums were sore. Jack agreed and gave the man a 'dipped' sandwich. The sandwich caught on, and Cole's universally loved French Dip sandwich was born.

Neal Fraser, acclaimed Los Angeles chef and master of New American cuisine, and Mike Dinon, Cole's Executive Chef crafted Cole's launch menu seeking to perfect every detail of Cole's classic French dips.

All sandwiches will be priced under \$10, and feature savory slow-cooked slices of pork, turkey, lamb, and beef au jus carved to order, a choice of cheeses, and Cole's custom mustards served on hot French rolls, with classic sides of potato salad and Cole's slaw. Fresh slices of housemade seasonal pies will be offered for dessert.

Seasonal drafts on tap, bottled beers and an ample selection of wine and spirits will be served at Cole's original massive mahogany bar. The saloon will also specialize in perfectly executed classic cocktails.

Colesfrenchdip.com debuted last week featuring a Cole's Trivia Game hosted by Harry Cole, legendary LA entrepreneur and founder of Cole's. Players answering all six trivia questions correctly, attain the chance to win a French Dip daily, and a Cole's T-shirt weekly for a year. Directions to Cole's, including green transportation links, and updates on Cole's launch are posted daily on Cole's blog accessed via NEWS on the Colesfrenchdip.com home page.

Cole's, Originators of the French Dip, will be open Wednesday to Saturday 11am – 2am, and Sunday to Tuesday, 11am -11pm. Saloon specials will be served 4pm to 7pm daily.

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About 213

The first nightlife developer to stake a claim in Historic Downtown, 213 continually elevates Los Angeles' standards for distinctive urban nightlife experiences. Set in reimagined architectural gems, 213's collection of instant classics; *Golden Gopher*, *Broadway Bar*, and *Seven Grand* are a magnet for downtown dwellers and the city's diverse workforce, LA's influential arts & creative community, and the multiculturals & social entrepreneurs reinventing modern city living. For more information, visit www.213downtown.la.

The Doheny

213 debuted Doheny, a 21st century private bar carved into the landmark headquarters building of namesake oil tycoon E.L. Doheny in March 2008. The invitation-only membership club and urban oasis, just steps from downtown LA's entertainment and sports center, provides exclusive access to epicurean cocktails, artisanal tastings, & impeccable personalized service. Contact Steve Livigni, General Manager, at 213.745.7090 for membership details, or gm@thedoheny.com.

Cole's, the Originator

With the rebirth of Cole's, 213's sixth downtown venture since 2003, the company continues trailblazing; transforming formerly blighted buildings, and creating trendsetting bars & restaurants integral to the social fabric of LA's New Downtown from the bones of the city's distinctive classic architecture. Linda Dishman, executive director of the Los Angeles Conservancy, the largest local historic preservation group in the country, applauds the results, "This is a company that totally gets it," says Dishman. "Real preservation isn't merely protecting old buildings, it's reactivating them."

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