

# petite

## Media Release

### **For Immediate Circulation:**

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### **Award-Winning Boutique Restaurant Anticipates a Big Comeback in New Location.**

*Petite Restaurant and Lounge Prepares to Open Door On Stylish 17<sup>th</sup> Avenue This Fall.*

**(Calgary, AB., July 19, 2011)** – for those in search of a distinctive and extraordinary dining experience or just an engaging place to socialize, **Petite Restaurant and Lounge** on bustling 17<sup>th</sup> avenue is the answer. Nightly line ups, reservations required weeks in advance and a growing legion of foodies loyal to CIA trained Chef Jared Alvey and his culinary creations, prompted the *2009 Western Living Chef of the Year* to seek out more spacious digs.

Featuring organic elements such as exquisite maple woodwork, cork flooring, leather adorned seating; **Petite Restaurant** offers gastronomes, wine enthusiasts and lounge aficionados upscale modern European infusion cuisine in a welcoming, spacious and casually-chic environment. The informal and inviting atmosphere sets the perfect backdrop for an eclectic menu boasting perfectly prepared prime cuts of meat, quality ingredients from local purveyors and seafood plucked fresh from the ocean. Innovative accompaniments give creative twists to the classically based European cuisine; menu diversity is at the core of the Petite experience.

**Petite Restaurant** was founded on the premise that fine dining can be sophisticated and contemporary but absolutely not intimidating”, says General Manager Rich Rasberry. “We are presenting inspired world-class cuisine and attentive service in an upbeat and friendly environment. Our entire concept from decor to menu is upscale but accessible and affordable.” Promotions Manager Deirdre Malone adds, “The room, the staff and Executive Chef Jared Alvey’s menu is fashioned to cater to passionate carnivores, heartfelt vegetarians and exacting epicureans alike.”

Just like the surroundings and menu, the wine list is approachable and accommodating. Choosing a wine at **Petite Restaurant** has been made easy through a uniquely designed progressive wine list that is organized primarily by flavour profiles. To assist guests in making selections, the list presents a natural, easily understandable flow from lighter wines to more full-flavoured and adventurous selections.

Petite’s 4000 square foot venue has a seating capacity for approximately 190 guests including a patio that accommodate up to 50 guests with a view of 17<sup>th</sup> Avenue. Seating can be easily reconfigured for private, semi-private and complete venue buy-outs. **Petite Restaurant** welcomes reservations ranging from an intimate experience for two all the way up to large parties. It is family friendly and invites walk-up traffic and a full menu is offered in the lounge.

Petite Restaurant, **2011 Where Magazine’s # 1 Bistro**, was launched May 2009 and due to rave reviews, quickly outgrew its original location. The new location at 344 17<sup>th</sup> Ave SW will still be an intimate setting but able to accommodate Chef Jared Alvey’s growing audience. For information regarding the grand opening charity event in support of The Society for the Treatment of Autism please visit our Facebook Page or contact Deirdre Malone.