

YB&Co.

YERBA BUENA

COCINA LATINA

WEST SIDE STORY: YERBA BUENA PERRY COMES TO THE WEST VILLAGE

Chef partner Julian Medina and restaurateur Christopher Gilman introduce their newest Latin hotspot, Yerba Buena Perry. Located at One Perry Street in Manhattan's West Village (212.620.0808), Yerba Buena Perry is a chic 55-seater that stirs up an era gone by – 1950's Cuba. The restaurant is a sister location to critically acclaimed Yerba Buena on Avenue A in the East Village. Both restaurants feature Julian Medina's reinterpreted Cocina Latina cuisine complemented by signature cocktails, many made with the herb yerba buena, a Latin mint.

Yerba Buena Perry transports guests from the West Village to an exclusive club in Havana, with a feel that is retro yet chic and sophisticated. Designer Welly Lai outfitted the space with floral wall coverings in sea foam hues and leather banquettes, setting a mood of elegance. The restaurant's focal point is an expansive hand-carved bar with an Italian marble top.

Medina's cuisine evokes Peru, Cuba, Argentina, Colombia, Mexico, and Spain. Yerba Buena Perry's menu includes Ceviches, Tacos, and Parrillada, an Argentinean mixed grill. The cocktail menu offers house-infused cocktails like the Pisco Mojito, made with yerba buena.

Yerba Buena Perry opened August 2009 with dinner seven days a week and brunch beginning this fall.

For more information visit: www.YBNYC.com



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FACT SHEET

CHEF PARTNER	Julian Medina
OPERATING PARTNER	Christopher Gilman
MIXOLOGIST	Alex Valencia
DESIGNER	Welly Lai
LOCATION	One Perry Street New York, NY 10014
TELEPHONE	212.620.0808
WEBSITE	www.ybnyc.com
ESTABLISHED	August 2009
CUISINE/CONCEPT	Cocina Latina
BEVERAGE PROGRAM	Handcrafted, fresh ingredient cocktails made with pisco, gin, rye, rum, mezcal, and tequila. The wine list is comprised of a well-priced variety of sparkling roses and wines that hail from Spain, Argentina, Chile, Uruguay, and California.
HOURS	DINNER: 5pm-11:30pm Sunday-Wednesday 5pm-1am Thursday-Saturday BRUNCH: 11:30am-3pm Saturday-Sunday (Fall 2009)
METRO	1,2,3 trains to 14th Street and Perry Street F, L, V trains to 14th Street and 6th Avenue
CAPACITY	85 Total: Indoor 55, Outdoor 30
PRICE RANGE	Appetizers \$9-\$15 Entrees \$20-\$35 Desserts \$8-\$12
DESIGN	Yerba Buena Perry transports visitors from the West Village to an exclusive secret club in Havana. Designer Welly Lai has adorned the space with rich dark woods, an expansive bar, and refreshing floral wall covering décor. Yerba Buena has sexy lighting to a breezy color scheme, making it ideal for many a lively yet intimate evening.
CREDIT CARDS	All Major
WHEELCHAIR ACCESS	Yes
RESERVATIONS	Reccomended



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CHEF PARTNER JULIAN MEDINA

Julian Medina, chef-owner of Toloache and Yerba Buena, has been creating refined Latin cuisine for nearly fifteen years. As a young boy in Mexico City he was inspired by his father's and grandfather's authentic home cooking which lead him to become a chef. Julian trained professionally at Hacienda de Los Morales and Les Celebrites in Mexico where he quickly advanced through the line, learning the basics of French cuisine and fine dining. Each new kitchen position presented a unique challenge to Julian. Such challenges elevated his work ethic and he was soon promoted to the hotel's highest ranks. Julian was lured to New York City in 1996 with the prospect of a demanding dining scene and a larger ladder to climb. He earned his culinary stripes at New York City's French Culinary Institute where he received the "Best Final Project" award.

Fellow Mexican chef Richard Sandoval invited Julian to join him at Savann where Julian's talent was recognized and rewarded with an impressive position as chef de cuisine at Maya restaurant. The duo developed a steady rhythm together in the kitchen. Julian continued to open new restaurants across the country with Richard Sandoval and SushiSamba before moving to Zocalo. Under Julian's reign the restaurant evolved into a chef-driven restaurant to prove that Mexican cuisine in New York City can be inventive and innovative.

Julian truly came into his own when he opened Toloache in August 2007. His Bistro Mexicano forges a meeting between authentic dishes and contemporary discourse. It has quickly become a Theater District favorite amongst locals and tourists alike. In June 2008 Julian opened Yerba Buena in Manhattan's East Village. Yerba Buena's menu traverses Peru, Cuba, Argentina, Colombia, Mexico and Spain, showcasing the chef's well-traveled and seasoned career. Since opening the small Latin hotspot, Yerba Buena has gained critical acclaim and a loyal following. New York Magazine named it one of 2008's best restaurants. Time Out New York honored Yerba Buena with a 2009 Reader's Choice Award for "Best Reason to Brush Up on Your Spanish." On the eve of Yerba Buena's first anniversary, Julian plans to continue his success with the June 2009 opening of Yerba Buena Perry in the West Village.

Julian and his recipes have received rave reviews from every major publication. He was profiled in *The New York Times*, *CBS - The Early Show*, *Good Morning America*, *Extra*, *WNBC*, *The New York Post*, *Nation's Restaurant News*, and many others. Julian resides on Manhattan's Upper East Side with his wife and daughter.



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CHRISTOPHER GILMAN, RESTAURATEUR

Growing up in the cultural hubs of Chicago and Boston, Christopher Gilman felt comfortable amongst different cultures and communities. As a young man, Christopher always loved entertaining guests with food allowing him to recognize his overwhelming passion for the restaurant business.

Christopher's career for the past twenty-three years was dedicated to **The Palm** steakhouse, a New York dining institution, where he started as a busboy and worked his way up to Regional Director of Operations for the Northeast after eight years. Christopher's tenure at **The Palm West** provided him the privilege of watching three generations of customers walk through the doors. Under Christopher's supervision the restaurant became home to a high-end clientele that included A-list celebrities, musicians, politicians, and authors. In 2007, Bruce Bozzi Sr., mentor and chain owner of **The Palm**, awarded Christopher the restaurant's most prestigious award - "Entrepreneur of the Year."

The ability to cultivate and fortify relationships remains Christopher's core competitive advantage combined with his energetic and genuine commitment to the community. Gregarious and generous Christopher's philanthropic passion propels an ardent activism to such organizations as St. Jude's Hospital; National Cancer Prevention Fund; Hope and Heroes; Broadway Cares; and Theater Development Fund.

The opening of Yerba Buena Perry will further Christopher's success as a charismatic, hospitable restaurateur, making this restaurant the first of many more to come.

