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Media Contact:

Bob Ochsner
XPR, LLC, for EAST 180°
(949) 748-7000 ext. 100
(949) 233-0984 mobile
BOchsner@xpublicrelations.com

**EAST 180° Will Combine Authentic Regional Chinese Cuisine
with Distinctive Western-style Design**

***Destination Restaurant Opening October 2008 in Diamond Bar
Will Cater to Ethnic Chinese and Mainstream So Cal Diners***

DIAMOND BAR, Calif. (August 13, 2008) – Just as the world's attention turns to China for the Beijing 2008 Olympic Games, restaurant visionaries have announced a one-of-a-kind Chinese dining experience that will give Southern Californians of many cultures a truly unique lunch and dinner destination this fall.

EAST 180° Cuisines of China opens in October 2008 in Diamond Bar, Calif., as the first Southern California restaurant to blend authentic cuisine from a wide variety of Chinese regions with a dramatic, American-influenced dining environment marked by an attention to architectural design, detailing and service not often associated with Chinese establishments.

Ta Siu, a Chinese-American entrepreneur who emigrated to the U.S. in 1978, is establishing EAST 180° to appeal equally to ethnic Chinese and mainstream diners looking for authentic, innovative Chinese cuisine in an upscale setting. A strategic location near the intersection of the 57 and 60 freeways will offer close proximity to the growing San Gabriel Valley Chinese community and the mainstream neighborhoods of Orange and Los Angeles counties.

(more)

Jason Lin, formerly executive sous chef at Oya Restaurant in Washington, D.C., is relocating to Southern California to assume EAST 180° executive chef duties. Lin will be creating signature lunch and dinner menus that combine elements from many of the eight main Chinese regional cuisines (often called the Eight Great Traditions).

The EAST 180° menu will stress fresh seasonal and sustainable ingredients, and include appetizers; a small-plates menu; authentic Chinese regional entrees; a Chinese grill; daily fresh fish; a daily chef's tasting menu; and vegetable-, noodle- and rice-based selections. Chef Lin and his staff will place a heavy emphasis on offering healthy, innovative new incarnations of existing Chinese preparations that deliver superior taste.

EAST 180° prices will range from \$7 to \$27 for lunch and dinner entrees, and \$5 to \$13 for small plates and sides. The restaurant will feature a full bar, and a separate tea sommelier.

EAST 180° will be located at 23525 Palomino Drive in Diamond Bar. The restaurant is now assembling a team of service-minded professionals that can bring the unique EAST 180° vision to reality. Interested applicants should visit the EAST 180° Web site at www.east180.com, which will be active Aug. 18, 2008.

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Jason Lin
Executive Chef
EAST 180 Cuisines of China™
Opening Fall 2008 in Diamond Bar, Calif.

For Jason Lin, the move from Washington, D.C., back to Southern California to assume executive chef duties at the new **EAST 180 Cuisines of China** was an easy one.

It was in Los Angeles, after all, that Lin received some of his most prolific training, specifically in the kitchens of the city's acclaimed **Ling** (later **Ortolan**), **Max**, **Vermont** and **Bouchon** restaurants. The move to the West Coast reunites him with many of his most influential culinary mentors, including Andre Guerrero (Max), Christopher Émé (Ortolan), and Terri Aubert (Bouchon).

Secondly, unlike Washington, L.A. is known for its large, diverse selection of Chinese and Euro-Asian blended cuisines, the centerpiece of Lin's still-developing culinary identity. While his most recent work as sous chef of D.C.'s acclaimed **Oya** restaurant definitely got the attention of the city's food establishment, Lin is anxious to return to Southern California's rich amalgamation of very traditional and Westernized Chinese restaurants.

In the end, however, it was EAST 180's unique commitment to modern provincial Chinese cuisine that provided the most incentive for Lin to relocate. Situated in Diamond Bar in the southeast corner of California's increasingly Asian-populated San Gabriel Valley, EAST 180 specializes in popular and lesser-known foods of China prepared with fresh, authentic ingredients and innovative, healthier cooking techniques to deliver superior taste and appeal. The result is a menu grounded in Chinese provincial cooking traditions that appeals to both daily guests as well as those seeking bold new adventures in modern Chinese cuisine.

At EAST 180, Lin is given the stage from which to direct his greatest passion: a new kind of modern Chinese cuisine that combines authentic dishes and ingredients with European-inspired cooking techniques. Specifically, the 35-year-old Taiwan native is able to blend a lifelong appreciation of Chinese wok cooking and stewing with the more balanced use of French reduction stock, braising, sautéing and smoking he learned in the kitchens of Ling and Bouchon. In place of MSG, soy or other heavy sauces common in many Chinese kitchens, Lin substitutes a vegetable-based reduction sauce for a lighter, healthier and more flavorful final outcome.

From the time he was just a boy, Lin found satisfaction in the kitchen, first washing dishes at his uncle's Chinese restaurant in Atlantic City before learning to cook through his family. He immediately took to the frenetic action in the kitchen, where he experimented with all parts of the Chinese cooking process, from making dumplings from scratch to creating his own sauces for the restaurant's just-woked specialties.

To gain the formal training he wanted and satisfy his hunger for European cooking fundamentals, Lin enrolled in the **Academy of Culinary Arts** at Atlantic Cape Community College outside Atlantic City. There, despite being the only Asian student in the school, he thrived in his French classes, eventually working at Atlantic City's popular **Tomatoes** restaurant after graduation. It was at Tomatoes that Lin accomplished two career firsts: working in an American kitchen and initiating his journey into fusion cuisine, initially helping the restaurant develop a Euro-Asian-influenced menu as a counterpart to its more traditional Italian offerings.

Lin's passion for food took him to Southern California where a week-long trip to Los Angeles to visit family turned into a 10-year career path illuminated by some of the region's most acclaimed chefs. Of the half-dozen executive chefs that would tutor him during the decade, Lin credits Aubert at Bouchon and Guerrero at Max for grounding him in the European cooking basics that he would eventually use at EAST 180 to inspire a new kind of modern Chinese cuisine. Aubert gave Lin his first sous chef job, while Guerrero opened the young chef's eyes to using French techniques on Chinese food, suggesting that "if you start with a good stock, regardless of the type of cooking, you can't go wrong." Needless to say, Lin took the advice to heart.

After nearly a decade of cooking at some of the most influential restaurants on both coasts, Lin has landed as executive chef at EAST 180 in a perfect marriage of his electric, global cuisine talents. Still committed to provincial Chinese cooking, Lin uses his European-based training to offer a unique pan-Chinese dining experience grounded in the best of Chinese regional cuisine but with a California-influenced flair and freedom of technique that defies convention. The result is modern Chinese cuisine not as it has been stereotyped but how it is constantly evolving – both here and in China.

Specifically, to feed their passion, Lin and the owners of EAST 180 have formed close working relationships with top Chinese chefs, and culinary schools in the U.S. and China to allow them to stay abreast of Chinese food trends and attract the best and brightest culinary stars of the future.

Lin's lunch and dinner creations at EAST 180 emphasize fresh, seasonable and sustainable ingredients. A number of separate EAST 180 menus, including Chinese grill, seafood and small-plate, lend themselves to do-it-yourself tasting and feature healthy, innovative incarnations of both popular and lesser-known Chinese preparations drawn from the eight main Chinese regional cuisines (often known as the Eight Great Traditions).

EAST 180's menu reflects Lin's serious-but-experimental personality. His favorites range from the Sichuan classic lobster hot and sour soup, prepared from a French-inspired lobster stock with tofu, mushrooms, black pepper and chilies, to a Cantonese-influenced signature black cod steamed in its own bamboo leaf. Other highlights include a Kobe flatiron steak served with crispy taro, white bok choy and veal jus; Dongpo pork trio with tofu, bok choy and Sichuan pickles; seared scallops with crab-ham sauce, asparagus and micro greens; and the Hong Kong-inspired braised short rib, accompanied by Lin's stock-reduction Chinese barbecue sauce in an individual clay pot.

Throughout it all, Lin remains true to his roots – and to the provincial Chinese and Euro-American kitchens that gave him his unique perspective on modern Chinese cooking. While he remains a student of such culinary stalwarts as Thomas Keller and Alice Waters, he also never strays far from his worn copies of *Pei Mei's Chinese Cook Book Volume One and Volume Two*, the classic Chinese cooking primers that continue to bring him home.

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