

**DISCOVER WHY  
SUCCESS LIVES HERE.**



**ST REGIS**

ATLANTA

THE RESIDENCES

*Experience five-star resort amenities  
& trademark St. Regis service in  
your elegant city home.*

**THE BEST OF BOTH WORLDS**

FOR THE PLEASURE OF OWNERSHIP, PLEASE CALL:  
JAY JACOB 404.683.9223 OR CHLOE RICHARDS 404.661.2213

88 WEST PACES FERRY ROAD  
404.261.3820  
WWW.88WESTPACESFERRY.COM

**Over \$80 Million in Closed Sales**

Atlanta Fine  
Homes

Sotheby's  
INTERNATIONAL REALTY

404.237.5000

Equal Housing Opportunity.

Each Office Is Independently Owned And Operated.

# 5 Napkin Burger to take Nickiemoto location

Midtown's Nickiemoto won't be closed long, as a New York gourmet burger joint plans to take the space.

5 Napkin Burger expects to open in May in the former pan-Asian restaurant site at 990 Piedmont Ave.

"We've started our expansion in the Northeast and a little farther afield," said Robert Guarino, a partner with 5 Napkin Burger, which opened its first location in New York's Hell's Kitchen in June 2008. Since then it has opened a second Manhattan location and one in Queens.

"We've been looking in Atlanta for some time," said Guarino, who was represented by Penelope Cheroff, president of **The Cheroff Group Ltd.**, in the deal. "We kept our ears open and looked at spaces a few times, but we fell in love with Midtown."

With the closing of Nickiemoto, which will serve its last meal Dec. 12, the type of space Guarino wanted opened up.

Atlanta has been awash in high-end burger restaurants lately. Richard Blais and his partners have opened FLIP Burger Boutique, while Shaun Doty and his partner have opened Yeah! Burger.

Guarino said 5 Napkin Burger has a full menu around the burger.

"We do sushi," he said. "We have a veggie burger, fish and chips, lobster roll sliders. We consider ourselves a real American bar and grill."

The Midtown location may not be the only one for Guarino.

"Hopefully, we'll have more than one restaurant [in Atlanta]," he said. "We'll put down the first, work hard and see what happens."



## RESTAURANTS & HOSPITALITY

Lisa R. Schoolcraft



His work at The Chocolate Bar got him nominated in 2008 and 2009 for "Outstanding Pastry Chef" by the **James Beard Foundation**.

When he's not supervising the dessert menu at Restaurant Eugene, Russell is also overseeing the cheese program at the Buckhead restaurant.

Chef Linton Hopkins said he's had pastry chefs before, but none that were trained pastry chefs.

"I wanted someone who is an equal and I can speak with about

pastry as a peer," he said. "He's a scratch pastry chef."

David Sweeney, formerly of Dynamic Dish at 427 Edgewood Ave., which closed Nov. 25, has also come on board as production chef, Hopkins said.

**NEW CHEF.** Yann Chupin is the new executive chef and Scott Gambone the new director of food and beverage for **The Ritz-Carlton Lodge**, Reynolds Plantation at Lake Oconee.

Chupin will oversee culinary operations for the 251-room property's Georgia's Bistro, serving a contemporary American menu, and the spring reopening of the resort's steakhouse, Linger Longer, which burned in August 2009. Chupin will also oversee Gaby's by the Lake, the Lobby Lounge, and other dining options.

Gambone, The Lodge's executive chef for the past four years, will now oversee all day-to-day food and beverage operations, supervising all dining venues and catering operations.

The change will add depth to the culinary background of all the food and beverage outlets, said Ralph Vick, general manager of the hotel.

"This is a chance for personal growth for [Gambone]," Vick said. "Although he loves the culinary aspect of it, he wanted to take on additional responsibilities."

It is also a return to the Lodge for Chupin, who was most recently the executive chef at The Ritz-Carlton, Pentagon City in Arlington, Va., but had been executive sous chef at the Lodge in 2007.

Gambone joined The Ritz-Carlton Lodge, Reynolds Plantation as the executive chef in 2006.

**MORE MOE'S.** Moe's Southwest Grill has opened its new prototype store in Brookhaven.

The new Moe's restaurant opened Dec. 2 at Town Brookhaven Shopping Center, 205 Town Blvd., and marks the 64th store for the Atlanta-based chain in its home market. There are 418 locations nationwide.

The Brookhaven location features a new Moe's prototype, which presents a brighter, cleaner and more sustainable design with CFL lights, colorful new furniture, low VOC emission paints, and an updated salsa bar featuring five Moe's salsas.

Founded in 2000, Moe's Southwest Grill is owned by Atlanta-based **FOCUS Brands Inc.**, which is also franchiser and operator of more than 2,200 Carvel, Cinnabon, Schlotzsky's and certain Seattle's Best Coffee locations

**HIGH ON LOEWS.** Not even open a full year, **Loews Atlanta Hotel** has won a top award from a luxury hotel organization.

**Associated Luxury Hotels International**, which serves the meetings and incentive/recognition industry with national sales services for its 125 Four- and Five-Diamond member hotels and resorts worldwide, gave the 414-room Midtown hotel its "Chairman's Award" as the ALHI Hotel of the Year.

The award is given annually to the ALHI member hotel or resort that best displays extraordinary leadership and exemplifies high performance in the market.

"We were totally shocked [by the award]," said Dale McDaniel, managing director. Most of the luxury hotels in the association are much larger, such as the MGM Grand Hotel & Casino and the Bellagio, both in Las Vegas, he said. "They have been around for a long time and have established reputations."

Loews Atlanta Hotel opened in April.

"The fact we won this right out of the gate is pretty amazing," McDaniel said.

**SWEET EUGENE.** Aaron Russell has joined Restaurant Eugene as pastry chef.

Russell has had extensive experience in the Atlanta market, having worked at Nikolai's Roof, The Dining Room in **The Ritz-Carlton Buckhead**, and Seeger's.

If you have news for Restaurants & Hospitality, contact Lisa R. Schoolcraft at (404) 249-8006 or at lschoolcraft@bizjournals.com.