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Ça Va A Todd English Brasserie

New York, June, 2010 – Celebrity Chef Todd English adds flare to French fare with the opening of his newest restaurant concept adjacent to the new Intercontinental New York Times Square at 310 W 44th Street and 8th Avenue in New York City. The vibrant urban energy of Paris has come stateside, insuring a feast for the senses for every guest.

Ça Va will serve traditional brasserie fare as well as playful, contemporary interpretations of the classics. À la carte menu items include Chef English's signature Cassoulet of Duck Confit with Pork Sausage and Merguez, or Ça Va Steak Frites with Herb-Onion Butter, and the rotating nightly Plats du Jour will feature such quintessential French favorites as Bouillabaisse with Rouille, Côte de Boeuf with Potato Rösti, and Seasonal Whole Roasted Fish Allemande. With its prime location in the Theatre District, the restaurant will also cater to the specific needs of the Pre-Theatre diner. The restaurant's signature prix fixe menu will offer enticing selections that may be enjoyed within an abbreviated dining time, while still allowing guests to experience the best of the kitchen. The prix fixe menu will be offered in addition to the à la carte menu throughout the evening.

Ça Va's beverage program will be overseen by acclaimed mixologist Francesco Lafranconi. The signature cocktail, the Ça Va Marie, is the house's interpretation of the classic Bloody Mary, made with vodka, fresh tomato juice, apricot coulis, tarragon, and pimento d'Eslette. The wellcurated wine list will feature the best of France as well as other winemaking regions across the globe. An extensive selection of artisan beers will also be served alongside Brasserie Bar Bites such as Foie Gras Stuffed Mushrooms with Toasted Hazelnuts, or Carpetbagger Oysters with Truffle Potatoes and Aioli.

The restaurant will also offer private dining rooms that can seat up to 56 people in one large space, or can be divisible into three smaller rooms, allowing guests the ability to customize their special dining experience. The kitchen will cater special menus to impress any party from power breakfast meetings to festive dinner celebrations, offering impressive options to fit all private dining needs.

Adjacent to the main dining room will be a full-service market and café, Ça Va Marché. The perfect lunch spot to grab a warm rustic panini or gourmet salad to go, the market's menu will feature classic quiches, pastries and gourmet coffees and teas. For those too short on time to enjoy the brasserie's power breakfast, the market will also offer traditional French savory delicacies for a gourmet morning on the go. The market will be a favorite of both the hotel guests and neighboring businesses, providing breakfast and lunch daily.

Designed by Architect Jeffrey Beers, the restaurant takes a modern approach on a brasserie with light, neutral, colors that create an inviting environment that transforms through breakfast, lunch and dinner. Warm woods, textured leathers, and rustic stones are juxtaposed with highly lacquered millwork, while custom created artwork and sculptures fill the space. Pedestrians on 44th street may peer through the glass windows into the alluring lounge, replete with a working fireplace and a warm, inviting interior, making the lounge a destination for visitors to the city and locals alike.

"I am thrilled to once again be partnering with Tishman, the InterContinental, and Jeffrey Beers for my newest culinary concept," said English. "My great love for French cooking will be showcased at this new Brasserie, Lounge, and Marché, and I can think of no better location than the iconic theater district of New York City."