

## NEWS RELEASE

For Immediate Release

For more information, contact: *Beth Rota, 609.924.0078*

elements, Princeton's newest fine dining venue, hosted a unique wine appreciation dinner on Thursday, October 30, 2008, featuring arguably the most important ambassador of Italian wine culture.

The event began at Joe Canal's in Lawrenceville, where customers had the opportunity to meet Leonardo Locascio, the CEO and President of Winebow, Inc. Mr. Locascio chatted about wines from vineyards in Italy that he owns, and signed bottles. Then Locascio headed north to elements for a special five-course tasting menu designed to complement ten wines that Mr. Locascio is showcasing from his Italian vineyards. Locascio has teamed up with Allegrini Vineyards to produce distinctive wines and is uniquely knowledgeable about the greatest producers and the "boutique" vineyards such as San Polo and Poggio al Tesoro which produce a limited number of cases a year. Locascio's passion for and relationship to wine producing is intense, even extraordinary. It is not too much to say that he is personally responsible for America's having the bounty of Italian wines that we now enjoy.

Robert M. Parker, Jr., America's great wine writer, has called Winebow "one of America's most successful and well-known importers/distributors of wines." Locascio's business achievement has been recognized numerous times, most recently with these three awards. In April 2008, the National Italian American Foundation awarded Locascio the prestigious US/Italy NIAF Friendship Award, previously awarded to Rudolph Giuliani, Martin Scorsese and Robert DeNiro. This same year, he was awarded the global honor of the Ernst & Young Entrepreneur of the Year Award. Topping off this highly decorated year, the November 1 issue of Wine Enthusiast magazine announces the nomination of Leonardo Locascio as Person of the Year for Wine Enthusiast's Wine Star Awards.

About his experience of the newly opened restaurant, Locascio said, "elements is destined to change the Princeton area dining scene and to set higher standards. I was very impressed by the architecture and beautiful décor of the restaurant, particularly the natural stone used throughout and the upstairs private dining room and wine cellar, where aperitifs and appetizers were served. The food was spectacular, and so was the service. I was happy and honored to have some of my best Italian wines showcased at elements."

elements serves Interpretive American Cuisine, offering popular tastes in exciting new contexts. Scott Anderson, formerly of New Jersey's highly regarded Ryland Inn, is the Executive Chef of elements. The restaurant is located at 163 Bayard Lane (Rte. 206), in Princeton, in a distinctive building designed by Bob Steele of Beyond Ordinary Boundaries Architecture, Blacksburg, Virginia. The purpose-built restaurant features large expanses of cut fieldstone, reeded glass, rough teak and polished mahogany to create a feeling of solidity, but it uses an open plan, including an open kitchen, to provide a sense of lightness.

elements serves dinner Sunday through Saturday. Reservations are recommended. The restaurant is closed for lunch but welcomes private dining customers and special events at lunch and during dinner. To arrange private dining, contact Beth Rota, 609.924.0078.

To visit elements on the web, go to <http://www.elementsprinceton.com>.



elements owner Stephen Distler (left), enjoys one of the wines featured at the special dinner with Leonardo Locascio, CEO of Winebow. For information about upcoming wine events at elements, register on this site for emails from the restaurant.



In the distinctive Loft private dining space of elements, the table is set for a wine appreciation dinner featuring dishes from Chef Scott Anderson and wines selected by Leonardo Locascio from Italian vineyards he has helped to develop.