



LUXE
BISTRO



The Ottawa
Hospital
Foundation

La Fondation
de l'Hôpital
d'Ottawa

Media release

At LUXE, Sophistication is not Pretentious

Byward Market's newest bistro opens doors with charity fundraiser

Ottawa, Canada – July 21, 2003 LUXE Bistro – Ottawa's newest hot spot for great food and better drinks – celebrates with "French Twist" a social and fundraiser for the Ottawa Hospital Foundation.

Operating from one of the Byward Market's best locations at the corner of York and Clarence, LUXE Bistro introduces a new level of dining to Ottawa that owner Bob Firestone describes as "casual-chic". Firestone also operates the nearby Blue Cactus Bar and Grill. While the Cactus specializes in southwestern sizzle, LUXE is motivated by a big-city American feel and straight-up bistro style. LUXE takes a step back to a time when lunch and dinner were simple and quality high.

Head Chef Derek Benitz and his team deliver Mediterranean and French influenced fare in an environment designed for people who love great dining without pretence. Guests at LUXE Bistro enjoy a meal prepared by a team of experienced professionals who are passionate about food.

Inside the bistro, comfy leather seats, a gentle colour palette, and the dark sheen of hardwood lure guests into a classic steak house with a contemporary flair reflected by soft light and glass. In the relaxed environment with excellent conversation lines patrons linger for hours in intimate rounded booths, at the tempting martini bar, or on the patio surrounded by the vitality of the Market.

Despite having had just four weeks to perfect the LUXE experience leading up to today's event, the bistro staff has already developed some regulars. *"We've only been in business a month but I've noticed repeat customers and that's really encouraging to me,"* says Bob Firestone. *"Our attitude is that every guest coming through the door has to have the best possible experience from service to food to drink and back again."*

LUXE Bistro makes a point of giving back to the community that keeps it in business: while guests invited to "French Twist" will enjoy complimentary hors d'oeuvres and cocktails, each will contribute \$20 to the Ottawa Hospital Foundation's Emergency Expansion Project.

The renovation and expansion project of the Emergency Department at the Civic Campus of The Ottawa Hospital will double the capacity of the Emergency Services area. The last major renovation was in 1975 and the current configuration was built to handle 40,000 patients per year. The Emergency Department will double in size to accommodate the current patient volume

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of 55,000 per year to the planned volume of 75,000 patients. This expansion will provide The Ottawa Hospital with an environment that is focused on the needs of the patients providing them with increased privacy, space and comfort.

"Business support through events like this is an important part of the Ottawa Hospital Foundation Legacy Campaign," said Susan Doyle, President and CEO of The Ottawa Hospital Foundation. "We wish everyone at LUXE Bistro the best of luck and appreciate their contribution to improving healthcare and our Hospital."

Like Blue Cactus, LUXE Bistro is a family affair. In addition to dreaming up the original LUXE concept, Bob's brother Sam helped secure the location through his commercial real estate operation while Sam's wife Susan is responsible for the attractive, upscale decor. Two other Firestone siblings, Phil and Ida, remain as partners in the business. Judging by the continued popularity of The Blue Cactus and the positive response to LUXE's arrival, the Firestone Family has a unique recipe for culinary success in the Byward Market.

About Luxe Bistro:

Luxe Bistro offers a uniquely urban interpretation of bistro dining. The décor brilliantly combines ultra modern and traditional elements with art nouveau accents. The mediterranean and french influenced menu offers a cold shellfish bar, various Sterling Silver Certified Premium Steaks, Moules et frites, Bouillabaisse and innovative pastas and salads. Ample selection of wines and champagne cocktails. Open for lunch and dinner inside or on the patio.

About the Ottawa Hospital Foundation:

The Ottawa Hospital Foundation was established on April 1, 2000 as a result of the merger of the foundations of the Civic and General Hospital. The Foundation is dedicated to enhancing patient care at The Ottawa Hospital's three campuses – Civic, General and Riverside - and to supporting the outstanding research programs of The Ottawa Health Research Institute.

The Ottawa Hospital Foundation Legacy Campaign will support expansion of critical care facilities, out-patient clinics, and research at The Ottawa Hospital. Specifically, the Campaign will seek community support for patient care at the Hospital and research for the Ottawa Health Research Institute. The \$100 million community investment will spur \$160 million from the provincial and federal governments for a total of \$260 investment in healthcare in our community.

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