

# 701WEST

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**FOR IMMEDIATE RELEASE**

## **701West, an Imaginative, Multi-Sensory Dining Experience at The Times Square EDITION, Celebrates Its First Anniversary and Introduces New Seasonal Dishes by Chef John Fraser**

*Farm-Fresh and Luxurious Ingredients, Inventive Techniques and Theatrical Tableside Preparations Begin to Change Times Square's Gastronomic Narrative*

**NEW YORK, February 25, 2020**—701West, Restaurateur & Chef John Fraser's imaginative, multi-sensory dining experience with progressive wine and cocktail offerings, today celebrates its first anniversary and unveils new seasonal dishes. Nestled on the 11th floor of Ian Schrager's game-changing Times Square EDITION, 701West earned three stars from the *New York Times*. JF Restaurants, helmed by John Fraser, is responsible for the hotel's entire food and beverage program, which also includes The Terrace and Outdoor Gardens, Paradise Club and Lobby Bar.

With its exquisite menu available as a three-course tasting (\$118 per person, \$84 wine pairing supplement), 701West is where John Fraser's vegetable-forward approach is supported by a stellar selection of seafood, poultry, beef and game. Wine is elevated to a starring role and a team of sommeliers ensures that every guest's menu is tailored to their individual wine pairings, and its opulent cocktail lounge, The Salon, serves inventive drinks. Theatrical tableside preparations, Champagne trolleys and a playful approach to luxury create memorable gastronomic moments.

"We invite New Yorkers and travelers to the city to come back to Times Square to experience the profound changes," says Fraser. "We are challenging preconceived notions of the area and helping to make it a destination for epicures. We wanted to create something for New Yorkers in Times Square, and surprise people a little. In our first year, our greatest challenge was convincing guests to make dinner plans in Times Square. Now that we've settled in, it feels like such a natural fit to offer a world-class hospitality experience to match the premier culture of the Theater District."

### **701West's New Seasonal Dishes:**

#### **Appetizers**

- *Winter Radish Mosaic*, an artful composition of delicate root slices dressed *with* verju and mandarin orange
- *Hamachi*, served *crudo*-style with miso and smoked trout roe
- *Quail au Poivre*, enriched with black trumpet mushrooms, chestnuts and *Bellota Jamón*
- *Tagliatelle*, blanketed in black truffles and braised escarole

## Entrees

- *Roasted Turbot*, embellished with apple butter and sided with tiny Beluga lentils
- *Grilled Lobster*, adorned with an indulgent, caviar-kissed lemongrass *beurre blanc* and topped with crispy sunchoke discs
- *New Zealand Venison*, accompanied by black Nebula carrots and a bacon cranberry bean *cocotte*

## Dessert

- *Black Forest*, a decadent deconstructed ode to *Schwarzwälder Kirschtorte* with 70% chocolate mousse, opaline and brandy cherry

For the full menu, please click here:

[https://www.editionhotels.com/wp-content/uploads/2020/02/2.7.20\\_701West-Dinner-Menu.pdf](https://www.editionhotels.com/wp-content/uploads/2020/02/2.7.20_701West-Dinner-Menu.pdf)

## Earning Three Stars from the *New York Times*

Since opening, 701West has emerged as a dining and libations oasis, earning three stars from the *New York Times*' Pete Wells. Its legendary dishes, created in collaboration with Chef de Cuisine Rob Lawson, include a delicate rose-shaped *Beet Salad*, an aromatic *Mushroom en Papillote*, buttery *Grass Fed A5 Japanese Wagyu* and crisped *Long Island Duck*. 701West marries rare and indulgent ingredients, like white and black truffles, venison, wagyu beef, foie gras and lobster, together with farm-fresh mushrooms, tomatillos, beets and watercress. To intensify and create new flavors, the kitchen uses fermentation and innovative techniques, such as baking a sweet potato in seaweed bread. The dishes embody complex ideas and moods in simple and effortless presentations, appearing straightforward at first glance, but filled with surprises.

## The Pulse of Times Square and Broadway

Each year, New York City attracts 65.2 million tourists, with 50 million visiting Times Square. Broadway shows are the main draw, with nearly 15 million tickets sold in 2019, more than all the area's sports teams combined. Beyond the \$1.758 billion in direct ticket sales last year, Broadway shows injected \$12.6 billion into the local New York City economy and supported more than 87,000 jobs.

## A Serene Cocoon of Calm High Above Times Square in Shades of Blue and Chartreuse

701West is a jewel box of blue and chartreuse-colored velvet banquettes lining the dining room and The Salon, its cocktail lounge; amber mahogany wood panels adorn the walls, with white marble mosaic floors. It is a serene cocoon of calm above the neon-blazing, hustle bustle of Times Square, which can be enjoyed from an outdoor terrace.

## Tablesides Service, Roving Carts and Champagne Trolleys

701West has brought theatrical tablesides service back, with dishes like the *Mushroom en Papillote*, which is dramatically finished tablesides atop a roving cart featuring a binchotan grill. The clear foil packet is snipped with an aromatic flourish. After dinner, a Cheese and Calvados cart tempts diners with fine cheeses and rarefied vintages of the elegant French apple brandy dating back to 1932, 1959 and 1972. Even the wine program by Beverage Director and Advanced Sommelier Amy Racine becomes a moving work of art with Champagne trolleys dispensing bubbly by the glass, including Dom Pérignon, Krug, José Michel, Paul Laurent and others. This multi-sensory experience elevates fine dining to a timeless and transcendent performance.

### **An Accessible 700-Bottle Wine List, “Sommeliers as Servers” and a Mystery Wine**

At 701West, wine is front and center, from the 700-bottle wine list to a radically new and forward-thinking approach to wine. The kitchen tailors each dish to what wine the guest is drinking, which reverses the traditional approach. This feat is accomplished by the fact that every table captain is a sommelier and all back servers are sommeliers-in-training.

Racine curates an accessible wine list that delivers an immersive experience, with the thrills and frills of a world-class wine program without any of the fuss. It has one of the deepest selections in the city, spanning Old and New Worlds. It includes bottles dating back to the 1930s and 1940s, Premier Crus of Bordeaux and Burgundy, top California producers, such as Opus and Heitz, grower Champagnes and innovative winemakers from around the world.

To encourage guests to tune into their senses, a “mystery” wine is poured into jet black glasses at the beginning of the meal for guests to guess the provenance and varietal. An icebreaker wine tasting, this one-of-a-kind experience is a warm welcome and sets a playful tone for the evening.

### **The Salon, a Proper Cocktail Lounge Serving Elegant and Creative Libations**

A true, old-school cocktail lounge, the opulent semicircular bar at 701West dominates what is called The Salon and provides bartenders with a stage to perform their liquid magic. The cocktail program breaks new ground in its techniques, ingredients and dramatic presentations, with drinks that span signature takes on cocktail classics and visionary reserve cocktails that showcase rare and hard-to-find ingredients. Robert Simonson, writing in *PUNCH*, credits 701West for being among the spots that are making Times Square “as craft-y as the East Village or Williamsburg,” in an area formerly not known for cocktail sophistication.

The bar’s *Signature Manhattan*, powered by a bespoke single barrel of Maker’s Mark Bourbon and a house blend of vermouth, is accompanied by a flight of house-infused cocktail cherries, each with its own flavor essence. The *Tokyo Gibson* subs in a blueberry sesame shrub and nori squares to create a savory element. The *Foreign Affairs* celebrates shiitake mushroom-infused Bourbon and the *Ay Chihuahua*, a Don Julio 1942 *Margarita*, is served in a bespoke glass blossom vessel that sits atop a bed of wheatgrass bearing edible flowers accented with three different flavored salts.

Elegant bar snacks include *Caviar Service*, *Crispy Onion Rings*, *Tempura Squid*, *Jamón Ibérico de Bellota*, *Terrine de Campagne* and *Sandos* of Avocado Tempura, Bluefin Tuna and Chopped Dry Aged Beef.

### **Ethereal Desserts by Chef Sébastien Rouxel That Transcend Boundaries**

Pastry Chef Sébastien Rouxel creates ethereal desserts, such as *Buckwheat Puff Pastry* topped with vanilla-parsnip pastry cream and salted caramel and a *Black Forest*, which boldly reimagines the *Schwarzwälder Kirschtorte* as a work of abstract art. A harmonious combination of gravity-defying aesthetics and grounded earthy elements create a decadent finale to an already exceptional multi-sensory experience.

**ABOUT EDITION HOTELS (New Boilerplate Needed from Purple PR)**

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