

## Press Release Est Est Est

Living Ventures Ltd the northwest based owners of the Italian restaurant chain; **EST EST EST** had just cause to celebrate recently after being awarded The Retailers Retailer of the year award for **Best Turnaround Brand 2006**.

The award is received in the aftermath of the Est Est Est brand 'resurrection', spearheaded in July 2005 with the relaunch of the Alderley Edge based ristorante bar & pizzeria. Following in Alderley's footsteps, Knutsford, Disbury and Liverpool have since reopened the doors of the elegantly refurbished ristorante & bar. Once more guests are being enraptured in ways that only Living Ventures seem to know how, with an authentically refined Italian menu served in a stylishly sociable setting with subtle accents of an Italian bottiglieria; unambiguous proof that yet again the entrepreneurial owners of the 'The Living Room' have applied that midas touch.

The new '**EST EST EST**' is the cutting edge of Italian food & drink. Lovers of quality food across the country are now enjoying privileges first bestowed on their northern counterparts with the introduction of a revolutionary new type of Italian Restaurant- one that offers ultra stylish ambience, with new standards in modern freshly prepared Mediterranean cooking at prices, which defy the quality.

Traditional well know Italian dishes; bruschetta, spaghetti bolognese, pizza's and tiramisu are fresh and refined whilst those with a more adventurous palate can indulge in exciting and innovative delicacies. A wholesome Tuscan bean soup, marinated antipasti or baked radicchio with goat's cheese will all handsomely whet the appetite. For main course let your tongue be tantalised by wood-oven baked rib-eye steak, balsamic marinated duck or perhaps red snapper and salmoriglio marinade. Tempted for desert? You may choose baked ricotta cheesecake, or perhaps cleanse your pallet with a fresh lemon tart.

Wines are naturally predominantly Italian; expertly selected from the best of Italy's wine making regions and are complimented by an exemplary cocktail menu inspired by some of the most innovative Italian liqueurs and spirits.

Guests can enjoy sitting around the spectacle that is the Theatre Kitchen, watching pizzas in the wood burning oven whilst taking in the aromatics of this earthen method of cooking. For a more social occasion, our elevated Con Amici tables are perfect for dinner with friends; or enjoy a salubrious feast for all the family at one of the grand tables.

If it's too late for lunch and too early dinner simply sit and absorb the Italian atmosphere with a flute of cool crisp Prosecco or enjoy a well rounded glass of Chianti, whilst engaging in the revered Italian sport of 'people watching'. With summer on the horizon, the opportunity to dine Al Fresco in a number of our venues has never been more appealing.

Whether coffee, lunch, dinner or just an afternoon enjoying some fine Italian wine & cocktails, the new 'EST EST EST' brings the splendour of Italy home to all it's guests.

.....and a final note on the name; in the year 1110, Bishop Defuk was on his way from Augsburg in Germany to Rome for the Coronation of Henry V. a dedicated tippler; he sent his Major Domo, Martino ahead with orders to write in chalk on the door of any Inn where the wine was good, the word 'Est', 'It is'. In Montefiascone, just North of Rome, the wine was so good that Martino, beside himself with enthusiasm, wrote 'Est! Est! Est!' on the door of the Inn. The Bishop travelled no further, he stayed with Martino in Montefiascone until he tumbled into his tomb. To this day the locals celebrate in September by pouring a ceremonial barrel of 'Est! Est! Est!' over the tomb in his honour!