

FOR IMMEDIATE RELEASE

NEW YORK RESTAURANTS ESTABLISH "THE NEW NORMAL" IN WAKE OF 9/11, CAUTIOUS TOURISM, AND CHALLENGED ECONOMY

Downtown businesses rally to attract patrons with more focused offerings and to coincide with downtown Sales Tax Holiday August 20-22, 2002

New York City, NY -- (PRnetwire.com) -- August 5, 2002 -- Capsouto Freres, a contemporary French fare restaurant established in 1980 and located downtown, announced today that they will continue their cost-conscious menu in response to the efforts by the City of New York to promote tourism and bring out the local residents to enjoy fine dining. This "New York is a Celebration" menu was originally launched in response to the 9/11 tragedy and its continuation coincides with the downtown area Sales Tax Holiday August 20, 21 and 22.

Capsouto Freres has been heralded for its "gracious service" by Zagat, and is a popular fine French dining and event setting with a relaxed and congenial ambiance. The restaurant offers a "prix fixe" for lunch, brunch, and dinner.

"We have responded to the softer economy by creating a simpler menu offering for customers who may not have thought they could afford a fine French restaurant," says manager Samuel Capsouto. "In addition to our classic dishes, we have many new and delicious offerings which bring the best of French cuisine more into the range of the average couple out for a night on the town, or friendly lunch."

"We believe New Yorkers are getting out more now, and are responding well to the incentives by the City, such as the upcoming tax holiday," said Capsouto. "We are all adjusting to the new way of the world since the 9/11 tragedy, but we need to all move on and rediscover the best of what our city has to offer, not only for the visitors to New York, but the millions of residents."

"It's like a 'new normal' -- everybody is a bit more cost conscious due to the economy, Wall Street, and corporate upheavals. We're responding to this, along with many other local businesses, with a 'we love New York' campaign, and our menu is a direct result of this. Our regulars are coming back more often, and we're welcoming a whole new range of customers who have come to the downtown area to see what's here. We're excited that as we approach the one year anniversary of 9/11, New York has proven to be a city of strength and renewal."

PERSONAL, INTIMATE, AND BUSINESS DINING

Capsouto Freres serves lunch Tuesday to Friday from 12:00 PM to 3:30 PM with an a la carte menu offering classic dishes, seasonal specials, and the prix fixe menu offering a selection of three appetizers, three entrees and three desserts for \$20.02. Saturday and Sunday Brunch is served between 12:00 PM and 3:30 PM.

Capsouto Freres serves dinner every night from 6:00 PM on, offering their acclaimed classics such as the Roasted Duck with Cassis and Ginger, the Poached Salmon with a Vinaigrette sauce, or the Steak au Poivre, in addition to the daily specials such as the Sweetbreads in Madeira, the Tuna with Vincotto sauce or Cold Filet Mignon au Raifort.

Renowned for their deserts, from their apple Tarte Tatin to mouth watering Profiteroles, Capsouto Freres prepares all its luscious desserts on the premises. Some of their innovative creations -- such as the Blueberry Crisp with Lavender Ice Cream -- have been critically acclaimed by The New York Times. And of course, their famous souffles -- which have made Capsouto Freres known as the "souffle temple" -- are not to be missed.

EVENT PLANNING

The restaurant is a popular location for wedding receptions, corporate gatherings, and other special occasions. For events with 75-100 people, Capsouto Freres will devote the entire restaurant to the event, and there is no extra cost for the full use of the main dining room.

ABOUT CAPSOUTO FRERES

Established in 1980, Capsouto Freres is owned and managed by the Capsouto family. It has been well reviewed by both national and local publications including The New York Times, The Wine Spectator, and Zagat. The restaurant is located at 451 Washington Street in New York City. For detailed directions, visit the website or call (212) 966-4900.

FOOD CRITICS AND MEDIA REVIEWERS

Legitimate food critics and media reviewers may contact the restaurant to make arrangements for potential review visits or for past event and customer testimonials, as well as print-ready images and logos.

Web-resolution images of restaurant:

<http://www.capsoutofreres.com/images/directions.jpg>

<http://www.capsoutofreres.com/images/main.jpg>

<http://www.capsoutofreres.com/images/reserv.jpg>

<http://www.capsoutofreres.com/images/contact.jpg>

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