



BLUE SHORE GRILL RESTAURANT GROUP CORPORATE OVERVIEW

St. Thomas, U.S. Virgin Islands (March 18, 2011)



“Tropical serenity meets cutting-edge chic.” These descriptive words spoken by co-owner, Nicole Horstmeyer, best describe the company vision of Blue Shore Grill which owns and operates the Frenchman’s Reef & Marriott Morning Star Beach Resort’s hottest restaurant – HAVANA BLUE. Overlooking Morning Star Beach, HAVANA BLUE is by far the island’s most sought after restaurant. The stunning décor features an eclectic mix of New York, South Beach and the Caribbean style to create a hip, yet approachable vibe. The restaurant’s cuisine combines authentic Cuban and Latin dishes with exotic spices and tangy sauces from the Pacific Rim. All of this, combined with the restaurant’s oceanfront location, creates a culinary experience unlike any other in the Caribbean.

HAVANA BLUE was born from the vision of husband and wife team, Eric and Nicole Horstmeyer and their partner, St. Thomas restaurateur—Zack Zoller—owner of Café Amici, Pesce, and The Cellar located in Red Hook. HAVANA BLUE was their first restaurant venture together and launched in November 2004. Their company, Blue Shore Grill, LLC was chosen for the property because of the creative concept and the pair’s extensive business background. Nicole attributes the restaurant’s successful differentiation, in part, to her experience in Manhattan where she worked in the world of high stakes marketing. There she specialized in luxury product marketing, public relations, and the design and execution of luxury brand launch events. More importantly, Nicole had the opportunity to work with celebrity chefs from across the Nation. Meanwhile, Eric attended law school at New York University. He was Of Counsel with the prestigious Virgin Islands law firm of Dudley, Topper, and Feuerzeig, LLP until January, 2006, where his practice focused on real estate, tax and corporate/commercial transactions, though he will tell you himself that being a restaurateur is his newfound passion. Eric now devotes 100% of his time and effort to Blue Shore Grill.

HAVANA BLUE’s menu focuses on fresh. The Bebidas (drink) menu features an array of creative drinks made with fresh squeezed local fruit juices. Guests can sip on a White Grapefruit – Smoked Vanilla Bean Mojito made with locally grown organic mint and limes, or Sangria marinated with mangos, green apples and lemongrass. Dinner menu selections include Fresh Creative Daily Ceviches, Lobster Tacos, Cuban Sliders with Blueberry Mustard, Ancho Chile & Espresso Rub Filet (as featured in *Gourmet Magazine*), and the house signature dish, Miso-Lemongrass Glazed Sea Bass. Fresh fish and lobster are

brought in daily by local fisherman. After dinner the cuisine is complimented by a new take traditional Latin desserts such as Tempura Arroz Con Leche' and Strawberry 'Tres Leches' Shortcake. There are also premium hand rolled cigars and sipping rums available to finish the night off in true Cuban style.

HAVANA BLUE continues to work on maintaining its position as the island's top dining destination. "We want to deliver the 'WOW' factor for our guests and we drive this point home to our staff on a daily basis with the hope that they will never miss an opportunity to amaze our guests with the cuisine and service," says Eric. One need only take a look around HAVANA BLUE to see that the operation is run by people who truly care about the entire dining experience. From the moment a guest walks into the restaurant, they are greeted by an awesome eight (8) foot wall of water. This along with the soft blue light which radiates from the roof of the restaurant, the cool, celestial lounge music emanating from the sound system, the floor to ceiling fabric sheers set against 20 foot open windows over the ocean, the oversized pottery containing beautiful palm trees, the ocean sounds that are pumped into the bathrooms, the 150 square glassed hurricane candles which adorn each and every table, and last but not least Nicole's art work graces the walls. All serve as further proof that few if any details escape this creative group. HAVANA BLUE continues to receive top awards such as Fodor's Choice and the Restaurant Award of Excellence from *Wine Spectator Magazine* for its extensive wine list and "Reserva" wine selections.

Nicole and Eric are currently looking for the next location resonating with the HAVANA BLUE brand in Miami. "We are coming to South Beach, this is our playground, we know where we want to be, and we can tell you it's a magical spot."



In November, 2010, Blue Shore Grill launched a rebranded version of its popular sister restaurant, LOTUS, by converting the former chic pan-Asian eatery into COCO BLUE, a hip yet approachable take on Caribbean dining. COCO BLUE features creative, island-inspired cuisine with a focus on fresh local seafood. Centrally located Marina Front in American Yacht Harbor, COCO BLUE boasts the freshest fish and shellfish on island from its dockside privileges with local fisherman. This is just one of the many reasons COCO BLUE was quickly awarded "Best New Restaurant in the US Virgin Islands" by the *Daily News*.

The décor is colorful and aquatically soothing. Ocean scenes and water graphics give guests unprecedented Caribbean ambiance. The river rock wall behind the bar is seductive, accented by bright jellyfish visuals lit up along the bar top. The drinks spare no expense with the use of all fresh ingredients like the Killer Bee made with citrus rum, local passion fruit juice, house-infused citrus honey, and a jalapeño "stinger."

A sheer sliding wall with hidden capiz to capture the light can be closed off for private events in the back dining room. Once again Nicole's creative works adorn the walls. The flavorful and vibrant cuisine influenced by all of the surrounding islands. Taste their

signature dishes like Blackened Fish Tacos, Poblano Crab Soufflé, Fresh COCO–chipotle Ceviche, Whole Fried Snapper, Cilantro & Panko Encrusted Yellow Fin Tuna with Avocado Risotto, and Key–Lime and White Wine Infused Sea Bass. Guests are wowed daily as fresh caught fish is walked through the dining room to the kitchen from local fisherman coming home with the day’s bounty. Sushi doesn’t get any fresher. They offer an array of traditional & avant–garde sushi like their ever popular pink lady roll made sans rice for the low–carb conscious. For those who choose to indulge, the Coconut Tempura Banana Cheesecake with Mango Crème Anglaise is a must have. COCO–BLUE continues to be the local favorite hot spot for happy hour on the east end of the island daily from 5–7pm.

COCO BLUE complements the “BLUE” brand on the island of St. Thomas by providing an innovative and refreshing concept that has yet to be experienced in the Islands.



On March 12, 2011, Blue Shore Grill launched its third concept—SandBar—an ultra chic beach bar with a sexy vibe located on Morning Star Beach just below HAVANA BLUE. Sip. Savor. Scene.™ Guests enjoy being scene sipping cocktails at the stunning white Italian Carrera marble bar pressed against the backdrop of cool blue ocean waves. Lounge seating, plasmas, stunning floor to vaulted ceiling white panels, palms, and simple elegance make this venue a hidden gem in the Caribbean. “I designed SandBar to be my sultry little oasis, the vibe is so chic, I love it!” says Nicole. SandBar offers an array of creative, cool cocktails and libations from the award winning HAVANA BLUE menu. The tapas lunch menu includes signature Cuban Sliders with manchego cheese and HAVANA BLUE’s prized blueberry mustard, Tacos de Filet, Lobster Tacos, Sea Bass Lettuce Cups, Thai BBQ Pizza and a variety of creative salads. The signature drink is a “COCO Bomb” made with whole coconuts picked on site and filled with tropical juices and rums. Happy Hour features daily drink and tapas specials from 5 to 7 pm. Saturday nights come alive for S³ (Sip. Savor. Scene.™) featuring cool drinks and hot lounge vibes. For the sexiest spot on the beach, one need look no further than SandBar @ HAVANA BLUE.

Blue Shore Grill plans to continue expanding their brands throughout the Caribbean and US taking experiential dining concepts to unprecedented heights. Together, HAVANA BLUE, COCO BLUE and SandBar will reinforce the Blue Shore Grill signature motto:

“You only live once, but if you dine well, once is all you need.”®

