



BLUE SHORE GILL LLC
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BLUE SHORE GRILL LLC CORPORATE OVERVIEW

St. Thomas, U.S.V.I (September 9, 2007)



“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, the South American meets the Pacific Rim inspired HAVANA BLUE has been an instant hit with both locals and resort guests since its grand opening in November 2004. 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 restaurant’s oceanfront location, creates a culinary experience unlike any other in the Caribbean.

In order to create a unique experience for both tourists and locals, the resort’s ownership and Marriott decided to lease out the restaurant space, which housed what was formerly known as “Tavern on the Beach,” to a third party. HAVANA BLUE was born from the vision of husband and wife team, Eric and Nicole Horstmeyer, and was their first restaurant venture. Their company, Blue Shore Grill, LLC was chosen 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 New York City where she worked in the world of high stakes marketing. There she specializing in new product marketing, public relations, and the design and execution of luxury brand events. Her credits include orchestrating over 200 brand launch events for a high-end client list such as Maserati-Ferrari, Mercedes-Benz, Maybach, Chanel, Saks 5th Avenue, LG Appliances, Sony, Sirius Satellite Radio, Continental Tires, Michelin, Motorola, Fine Living Network, Design Within Reach, Pepsi, LACOSTE, Saab, Bliss, and many others as well as working with celebrity chefs from across the Nation. Meanwhile, Eric received his master’s degree in Tax Law from 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



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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 juices. Guests can sip on a Mango Mojito made with fresh mint and limes, or Sangria marinated with mangos, green apples and lemongrass. Dinner menu selections include Ahi Tuna Tiradito, Fresh Coconut Chipotle Ceviche, Peanut Soba Noodle Bowl, Duck Ropa Vieja Spring Rolls, Mojito Glazed Skirt Steak, Ancho Chile & Espresso Rub Filet, and the signature dish, Miso Sea Bass. Fresh fish and lobster are brought in daily by local fisherman. After dinner the cuisine is complimented by traditional Cuban desserts such as Coconut Flan and Tres Leches Yuzu Cake. 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 the guest 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 and last but not least, the 150 square glassed hurricane candles which adorn each and every table, all serve as further proof that few if any details escape this creative group. HAVANA BLUE was recognized in *Wine Spectator Magazine's Best Restaurants for Wine Award* for their extensive "Reserva" wine list. The "Reserva" wine list featuring several rare and exclusive wines (Harlan Estate, Domaine de la Romanee Conti, 'Saint Vivant', Shafer to name a few) for the discriminating wine lovers that frequently dine at HAVANA BLUE. In addition, HAVANA BLUE includes a PRIVADO room surrounded in candlelight and sheer fabric available to private parties.



In December, 2006, Blue Shore Grill launched its second restaurant, LOTUS Asian Grill & Sushi Bar. Located on the east end of St. Thomas at American



Yacht Harbor in Red Hook, customers will surely take notice that the décor and creative cuisine parallel HAVANA BLUE. Eric and Nicole describe LOTUS as “East meets West meets the Caribbean.” The cuisine is described as Pan Asian and Cutting–Edge Nouveau Sushi will allow St. Thomas residents and tourists to “step outside the bento box” with Blue Shore Grill’s avant–garde take on Chinese, Thai, and Japanese influenced dishes and non–traditional sushi creations. The signature waterfall greets customers as they enter LOTUS, this time though the waterfall is actually suspended on the wall directly behind the sexy bar and lounge area and adorned with black river rocks.

The cuisine will again focus on fresh ingredients with dishes such as: Taste tempting Garlic Chicken Lettuce Wraps, Chile–Lime Shrimp Pad Thai, Kung Pao Scallops, Sake Glazed Filet, and Caramelized Asian Pear Crepes with Ginger Ice Cream. Indulge in LOTUS’ cutting–edge sushi: Such as, HAVANA Hamachi mango, jicama, tempura jalapeno, & Thai peanut sauce, or Royale w/ Cheese – filet mignon, tomato, shiso leaf, manchego cheese, crispy onion, & Chinese mustard coulis. The creative drinks, wine and sake selections complement the innovative cuisine. While HAVANA BLUE is famous for Mojitos, LOTUS is mixing up Sexy Sakejitos. There are two dining rooms. In the Den of Zen, which can be rented for private events, there are sliding Asian walls to open or close as needed. Inside you’ll find 4 plasma TVs linked to play as one very large image of nature scenes such as snow falling, waves lapping on the beach, sharks swimming, lightning storms, and other peaceful scenes.

Journey into Blue Shore Grill’s multi sensory vision of Asian cuisine combined with waterfront chic visuals, vibes, aromas, and experiential ambiance. In October of 2007, Blue Shore Grill will open its third location on St. Thomas, with their first casual island concept called “FatBoys”. Fun tropical atmosphere, famous fish tacos, frozen painkillers, & more. Experience the SharkTank deck with views to St. John while playing pool, video games, & enjoying happy hour specials. Look for Blue Shore Grill to continue expanding their brands throughout the Caribbean taking experiential dining concepts to unprecedented heights. Together, HAVANA BLUE, LOTUS, and FatBoys will reinforce the Blue Shore Grill signature motto: “You only live once, but if you dine well, once is all you need.”®

