

UNION SQUARE HOSPITALITY GROUP

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UNION SQUARE HOSPITALITY GROUP ANNOUNCES FORTHCOMING CAFE AT THE WHITNEY MUSEUM OF AMERICAN ART: UNTITLED

CONTEMPORARY TAKE ON THE CLASSIC COFFEE SHOP, TO OPEN MARCH 2011; INTRODUCING EXECUTIVE CHEF CHRIS BRADLEY

February 15, 2011, New York -- Danny Meyer's Union Square Hospitality Group (USHG) announced the name, concept and chef for its forthcoming cafe opening March 2011 at the Whitney Museum of American Art. Named Untitled, this new cafe will present a contemporary take on the classic Manhattan coffee shop, and feature the simple, comforting and seasonal cooking of Executive Chef Chris Bradley, formerly the Executive Sous Chef of Gramercy Tavern. Opening in March 2011, Untitled will primarily serve breakfast and lunch, and will be accessible to both Museum visitors and non-museum guests; Untitled will be open for dinner exclusively on Saturdays and Sundays, featuring a set menu for the whole table that will change each night based on what's fresh in the market.

Inspired by the classic coffee shops that once dotted Madison Avenue all the way up to the Upper East Side, Untitled will serve breakfast all day, and feature updates on coffee shop classics, all made with carefully sourced local ingredients; the cafe will also serve Stumptown Coffee. Chef Bradley has cooked at New York's beloved and critically acclaimed Gramercy Tavern under Chef Mike Anthony since 2007, as well as in the kitchens of Café Boulud, Aureole and Saul. He will lead the restaurant alongside General Manager Kevin Richer, formerly the General Manager of Tabla, who is passionate about coffee and wine.

The cafe, located on the Museum's lower level, is designed by Rockwell Group. While plans have not yet been revealed, the design of Untitled will be harmonious with that of the Marcel Breuer-designed Museum located on Madison Avenue and 75th Street.

In May of 2009, The Whitney selected USHG to conceive, create and operate the new cafe, as well as the restaurant group's Union Square Events to cater events at the museum.

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About Union Square Hospitality Group

Danny Meyer's Union Square Hospitality Group (USHG) includes some of New York City's most beloved establishments: Union Square Cafe, Gramercy Tavern, Eleven Madison Park, Blue Smoke/Jazz Standard, Shake Shack, The Modern, El Verano Taqueria and Box Frites (both at Citi Field), and Maialino, as well as Union Square Events and Hospitality Quotient. Each restaurant is lovingly hand crafted and distinctive, and each strives to distinguish itself with warm hospitality and consistent excellence. Meyer, his restaurants and chefs have earned an unprecedented 21 James Beard Awards. Additionally, six of USHG's restaurants are on Zagat's Most Popular Restaurants in New York list, including the #1, 3, and 5 spots. www.ushgny.com

About the Whitney

The Whitney Museum of American Art is the leading advocate of 20th- and 21st-century American art. Founded in 1930, the Museum is regarded as the preeminent collection of American art and includes major works and materials from the estate of Edward Hopper, the largest public collection of works by Alexander Calder, as well as significant works by Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O'Keeffe, Claes Oldenburg and Coosje van Bruggen, Kiki Smith, and Andy Warhol, among other artists. With its history of exhibiting the most promising and influential American artists and provoking intense critical and public debate, the Whitney's signature show, the Biennial, has become the most important survey of the state of contemporary art in America today. First housed on West 8th Street, the Whitney relocated in 1954 to West 54th Street and in 1966 inaugurated its present home at 945 Madison Avenue, designed by Marcel Breuer. The Whitney is currently moving ahead with plans to build a second facility, designed by Renzo Piano, located in downtown New York at the entrance to the High Line in the Meatpacking District.