

WHITNEY

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Press Release

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THE WHITNEY SELECTS DANNY MEYER'S UNION SQUARE HOSPITALITY GROUP TO SERVE AS EXCLUSIVE CATERER AND CREATE NEW CAFE

NEW YORK, January 6, 2010 – The Whitney Museum of American Art has selected Danny Meyer's Union Square Hospitality Group (USHG) as the exclusive caterer for all Museum events, and to create and operate a new cafe at the Museum, slated to open in the fall of 2010.

USHG's catering and events business, Hudson Yards, will become the exclusive caterer for all Whitney events and will also operate an interim "pop-up" cafe to serve Whitney visitors during the period that the dining space on the lower level of the Museum is being renovated. Hudson Yards has earned acclaim as an innovative culinary leader for its role in the menu creation and day-to-day operations of all of USHG's businesses at The New York Mets' Citi Field, and also for Public Fare, its open-air cafe at the Public Theater at the Delacorte in Central Park.

The new cafe will succeed Sarabeth's at the Whitney. Sarabeth's, with several New York City locations, bakeries, and a nationally distributed line of award-winning preserves, will close its Whitney outpost on January 17, 2010. "We are deeply grateful to Sarabeth's for feeding so many hungry art lovers and providing many years of outstanding service to the Whitney and its patrons," said Adam D. Weinberg, the Whitney's Alice Pratt Brown Director.

“We were honored to have been selected in 1991 by the Whitney to be the first private restaurant operating in a New York City museum,” said Sarabeth’s co-founder, Sarabeth Levine. “Over the years, Sarabeth’s at the Whitney hosted millions of visitors and its outstanding food and service made it a destination in itself. As we are not equipped to provide large-scale catering, we fully understand and support the Whitney’s decision. We wish them the best of luck in this new endeavor.”

“We are thrilled to be partnering with Danny Meyer, one of the most respected restaurateurs in the world,” Mr. Weinberg remarked. “His Union Square Hospitality Group excels at both individual dining and event catering—both of critical importance to the Museum. The pairing of Union Square Hospitality Group and the Whitney will be a perfect fit for local residents and tourists alike. We look forward to a long-term partnership with Danny and his talented team.”

“As art lovers we are incredibly excited to partner with the Whitney to help establish the museum as a premier venue for catered events. And we consider it an enormous privilege to conceive the next generation cafe to serve the Whitney’s museum goers as well as their Upper East Side neighbors,” said Danny Meyer, CEO, Union Square Hospitality Group. “We’re eager to contribute one more reason for people to visit this institution of American art.”

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, Tabla, Blue Smoke/Jazz Standard, Shake Shack, The Modern, Cafe 2 and Terrace 5, located at The Museum of Modern Art, El Verano Taqueria and Box Frites (both at Citi Field), Maialino, as well as Hudson Yards Catering. Each Meyer restaurant is lovingly hand crafted and distinctive, and each strives to distinguish itself with warm hospitality and consistent excellence. Meyer and his restaurants and chefs have earned an unprecedented twenty James Beard Awards, including: Outstanding Restaurant of the Year; Outstanding Service; Outstanding Wine Service; Humanitarian of the Year; Who’s Who of Food & Beverage; Best Restaurant Design; and Best Restaurant Graphic Design. All five of USHG’s fine dining restaurants have earned three stars from *The New York Times* and, in 2009, Eleven Madison Park was upgraded to four stars. For the past decade, Union Square Cafe and Gramercy Tavern have vied for #1 and #2 among Zagat’s Most Popular Restaurants in New York. www.ushgnyc.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.

Current and Upcoming Exhibitions at the Whitney Museum of American Art:

Collecting Biennials	Opens January 16, 2010
Georgia O'Keeffe: Abstraction	Through January 17, 2010
Roni Horn aka Roni Horn	Through January 24, 2010
Alice Guy Blaché: Cinema Pioneer	Through January 24, 2010
Omer Fast: Nostalgia	Through February 14, 2010
2010 Biennial	February 25-May 30, 2010
Heat Waves in a Swamp: The Paintings of Charles Burchfield	Opens June 24, 2010

The Whitney Museum is located at 945 Madison Avenue at 75th Street, New York City. Museum hours are: Wednesday, Thursday, Saturday, and Sunday from 11 a.m. to 6 p.m., Friday from 1 p.m. to 9 p.m., closed Monday and Tuesday. General admission: \$18. Full-time students and visitors ages 19–25 and 62 & over: \$12. Visitors 18 & under and Whitney members: FREE. Admission to the Kaufman Astoria Studios Film & Video Gallery only: \$6. Admission is pay-what-you-wish on Fridays, 6–9 pm. For general information, please call (212) 570-3600 or visit whitney.org.

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