



FOR IMMEDIATE RELEASE

Contact:
Kelly Finnerty 310.698.5555
kfinnerty@shadehotel.com

READY. SET. LUNCH.

4 Items. 45 Minutes. 15 Dollars

Shade Hotel's Zinc Lounge Presents The Ideal L.A. Lunch

“Let’s do lunch” is a phrase synonymous with the fashionable lifestyle found only in Los Angeles and is the inspiration for Shade Hotel’s new Ready. Set .Lunch. menu only available at the Zinc Lounge. Primarily famous for its small plates menu and signature cocktail and wine list, Shade’s Zinc Lounge has quickly become the ‘go to’ lunch spot for South Bay diners. Businesspeople appreciate the convenience of the lunch, while leisure guests enjoy spending the afternoon on Zinc’s shaded terrace with a glass of wine. However, both parties can agree that the \$15 value can’t be matched.

The Ready. Set. Lunch. offer includes a choice of a starter (house made soups and salads), an entrée (Signature Zinc Items and Seasonal Dishes), a side (grilled veggies, spicy mac ‘n cheese to name a few), and to top it off, your choice of beverage including a glass of wine or draft beer all for \$15. Guests are able to mix and match their lunches to their taste; it truly is the perfect solution to group luncheons. Best of all, the check can be easily split between all parties!

Executive Chef Greg Hozinsky describes the menu as “Seasonable and Reasonable. By visiting L.A.’s numerous Farmer’s Markets, we are able to produce dishes featuring the freshest ingredients at the peak of their season.” Chef Hozinsky updates the popular Ready. Set. Lunch menu every two weeks and has presented dishes such as Oktoberfest schnitzel and cedar plank baked salmon with a coriander beurre blanc sauce. Signature items that are a constant on the menu are Zinc’s Chopped Salad comprised of arugula, Israeli couscous, currants, tomatoes, pepitas, roasted corn, smoked salmon, asiago cheese with a basil dressing and the Zinc Burger comprised of special blend of premium beef, bloody mary aioli, grilled onions, fresh butter lettuce, organic tomatoes, on a daily baked in house bun.

Diners can enjoy the Ready. Set. Lunch. menu every Monday-Friday from 11 am – 4pm. Also available between the hours of 6 – 11 am is Zinc’s Ready. Set. Breakfast. menu featuring a similar format with breakfast items all for \$12.

For the latest Ready. Set. Lunch. and Ready. Set. Breakfast menus please visit <http://www.shadehotel.com/zincMenus.php> .

For more information, please contact Kelly Finnerty, Director of Sales & Marketing, KFinnerty@shadehotel.com, call

310.546.4995 or visit www.shadehotel.com. For reservations call toll-free 866.98SHADE, or email

reservations@shadehotel.com

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