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IMMEDIATE RELEASE

**MAISON BLANCHE
LAUNCHES THE FIRST ANNUAL FETE DU BEAUJOLAIS**

November 1, 2011, Longboat Key Florida – Chef Jose Martinez, a Michelin Star winner, James Beard Nominee for Best Chef (South), and proprietor of Maison Blanche, rated by ZAGAT® 2012 as the best restaurant on Longboat Key, announced today the presentation of the first annual Fête du Beaujolais at the restaurant on November 17th 2011 beginning at 5:30 pm. This traditional party ritual known in Beaujeu France, as "le Beaujolais nouveau est arrivé" celebrates the arrival of the new vintage of Beaujolais.

"Beaujolais is so important in this region," said Chef Martinez, "it was and still is considered to be the city's 'third river'."

Beaujolais Nouveau celebrations still hold particular importance in French restaurants and bistros. Maison Blanche's Fête du Beaujolais will include the opening of the wine from a pyramid of bottles of Beaujolais at precisely Midnight Paris time and 6 pm on Longboat Key. Participants will taste the skills of Jose Martinez's original interpretation of traditional Beaujeu foods including the "Tarandouille" which is Andouille stewed in Beaujolais wine. Call Maison Blanche at (941) 383-8088 for your reservation.

About Maison Blanche

Praised by foodies and visitors as Sarasota's best, the chef has a Michelin Star for his Paris restaurant, is a James Beard Foundation nominee for Best Chef (South), a Longboat Key leading Zagat food rating of 27 and a 96% of positive survey responders. The room is designed by award winning architect, Franck Hammoutene in subtle homage to American mid-century in striking contemporary white minimalism accented by gray leather seating. The wine list has an award of excellence and the dining room and staff is overseen by wife Victoria who, with impeccable grace and care, attends to every detail, matching her husband's passion for perfection. Maison Blanche offers progressive French cuisine, a savory balance of classical French cookery with modern American influences. Your Maison Blanche occasion is brought to life in a sophisticated menu featuring "Farm & Field to Table" local ingredients as available. Your Maison Blanche dinner is a truly memorable experience. Dining Style: Casual Elegant, Cuisine: French, Seafood, Website: www.themaisonblanche.com Phone: (941) 383-8088, offering Dinner: Tuesday - Sunday: 5:30pm - 9:30pm. Maison Blanche provides free and ample self parking, in a private lot for all our diners.

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