



**The Relentless Pursuit of Results**

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## **Toast welcomes new executive chef, debuts a refined menu on its 1<sup>st</sup> anniversary in Birmingham**

December 8, 2009, Birmingham, Michigan – When Toast opened its second location one year ago, in Birmingham, the former breakfast and lunch joint ventured into new territory. Armed with a gastro-casual concept, Toast Birmingham appealed for the first time to a discerning dinner crowd. With an atmosphere that took Toast’s kitschy 50s-style dining room to new heights, adding a bar and plush lounge, complete with retro-chic couches, Toast offered an unparalleled experience in Oakland County.

At the onset of its first anniversary, the neighborhood restaurant also introduced a new executive chef, Jeff Rose, whose menus have exceeded diners’ expectations. Rose, a 37-year-old Royal Oak resident, brought with him a French-inspired style of cooking. He crafts everything in his kitchen – soups, stocks, sauces – from scratch, and believes sauces are meant to enhance the natural flavor of any dish.

Rose’s resume is nothing less than impressive. He most recently served as executive chef of Roast, Michael Symon’s Detroit restaurant and was awarded the Detroit Free Press’s 2009 “Restaurant of the Year.” He has also worked in such well-known Michigan establishments as Tribute, Big Rock Chop House and Sweet Lorraine’s. Whenever possible, Rose uses ingredients that can be found no farther than 100 miles from the restaurant. That dedication to local ingredients is mirrored in Toast’s roster of Michigan-made wines and locally crafted beer.

What Toast offers that no other restaurant in the Birmingham area can match, Bloom said, is an inspired menu focused on local ingredients and offered at an affordable price. The most expensive dinner entrée is \$21. For a Midwest-based gastro casual bistro, Toast’s menu is just as adventurous as its interior. Dishes like a Duck Confit, Steak Frites and Butternut Squash Ravioli are sure to appeal to anyone’s taste buds. Dishes may be paired with any of a variety of new and old world boutique wines. The wine list features up to 50 bottles and 35 wines by the glass, while beer-drinker will find everything from Bell’s to Short’s on tap. Toast even sells its own blend of fair-trade custom Breakfast blend coffee roasted at Beanstro Specialty Coffee, in Waterford Township.

Combined with friendly, attentive service, crowds return to Toast time and again. According to Thom Bloom, who co-owns the restaurant with his wife Regan, the Birmingham restaurant exceeded its expectations in its first year. With loyal clientele, the addition of grab-and-go lunch, a growing catering business, wine events and affordable weekday traditions like \$2 Taco Tuesdays and 1/2 off glasses of wine on Wednesdays, Toast stands poised to keep its momentum going strong and to grow its business in 2010.

Toast is located at 203 Pierce Street in Birmingham. Hours of operation are 7 a.m. to 2 a.m. Monday-Friday, 8 a.m. to 2 a.m. Saturday and 8 a.m. to 4 p.m. Sunday. Visit [www.toastbirmingham.com](http://www.toastbirmingham.com).

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