

Nic's

Nic's Beverly Hills - 453 North Cañon Drive - Beverly Hills, California 90210 - 310.550.5707 - 310.550.5708 fax

VOD  
BOX

## Nic's Beverly Hills: THE FACT SHEET

CUISINE:	Contemporary American, Steak + Spa
AMBIENCE:	Upbeat and lively "Vodka-centric" culture; dressed in shining white leather and bold stripes, Nic's amusingly conjures "a classic, 1957 of Eldorado Cadillac cruising the Boulevards of Miami's South Beach."
LOCATION:	453 North Cañon Drive Beverly Hills, CA 90210  Midtown: halfway between Silver Lake and Venice and inside the Golden Triangle.
PHONE:	310.550.5707 310.550.5708 fax
WEB SITE:	<a href="http://www.NicsBeverlyHills.com">www.NicsBeverlyHills.com</a>
OWNER:	Larry Nicola
EXECUTIVE CHEF:	Larry Nicola
MANAGEMENT:	Luke Nicola, Luis Sanchez, Jesse Lopez, Jr.
CHEFS de CUISINE:	Miguel "Smiley" Ayala, Kimberly Backman
VODBOX AMBASSADOR:	Larry Nicola
ARCHITECT/DESIGNER:	Unruh/Boyer <a href="http://www.UnruhBoyer.com">www.UnruhBoyer.com</a>
GRAPHICS:	Noreen Morioka & Sean Smith <i>Adams Morioka</i>
VODBOX COATS:	Stanley Hudson <i>Hudson Design</i>
PUBLIC RELATIONS:	Lawrence Moore LM&A - Live Marketing & Public Relations 213.952.6121 direct <a href="mailto:Lawrence@LawrenceMooreAssociates.com">Lawrence@LawrenceMooreAssociates.com</a>

**Nic's Beverly Hills: MORE FACTS**

ENTERTAINMENT: beatNIC Sounds:  
Mon/Tue/Wed - rotating DJs  
Thur/Fri/Sat - rotating live bands

HOURS: Lounge + VODBOX: Mon - Wed, 5 pm - Midnight  
Thu - Sat, 5 pm - 2 am

Dinner: Mon - Wed, 6 pm - 10 pm  
Thu - Sat, 6 pm - 11 pm

Happy Hour: (Bar + Lounge only)  
Monday (all night), 5pm - midnight  
Tue - Sat, 5pm - 7pm

CAPACITY: Dining Room: 70  
Martini Lounge: 80  
Bar: 12  
VODBOX: 12  
Lounge - "V Zone": 25  
Sidewalk: 15  
Outdoor Lanai (Private Outdoor Dining): 12

BAR: Features a comprehensive display of vodkas distilled from around the globe, matched with an inspired offering of "cocktail cuisine."

VODBOX: VODBOX is the ultimate 'walk-in, drink-in' exhibitionist freezer, designed solely for the enjoyment of vodka in its purest form. White leather lockers secure hundreds of bottles, from the fashionable to the obscure, while the center table is host for bottle tasting and flights led by Nic's "VODGirls."

VODkART: Luxury vodka is served tableside as your waiter prepares your martini off a clear Lucite two tier sexy rolling bling, bling. The cart is lit from underneath where the custom designed glasses are showcased. Great way to sample vodka without having to leave your environment.

PARKING: Valet, Street/Meter, Cañon Drive Parking Garage

The logo for Nic's restaurant, featuring the word "Nic's" in a stylized font. The "N" is orange, "i" is green, "c" is green, and "s" is orange. A small red and green garnish is positioned above the "s".

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## Larry Nicola Biography

One of L.A.'s most beloved restaurateurs and chefs, Larry Nicola is an innovator and trendsetter for the restaurant industry. Since 1980, Nicola has attracted the most eclectic mix of patrons from the world's most celebrated and successful to the multi-cultural population that defines the city of Los Angeles. No other chef or restaurateur in the city has accomplished this synergistic success with such a diverse loyal clientele.

Nicola combines imaginative modern American cooking with a multitude of ethnic influences reflecting the culinary diversity and vibe of the city as well as Nicola's extensive international travel to more than 30 countries. The culture at Nic's Beverly Hills pairs one of America's most dynamic martini bars including Nicola's own creation VODBOX with inspired urban cuisine where steaks and spa are equally at home.

In 2006 Nicola created the VODBOX, the vodka tasting, walk-in, exhibition freezer designed for tasting flights of vodka in their purest form. The brainchild of Nicola, the VODBOX became an instant hit and one of L.A.'s most unique bar experiences offering visitors – who don faux fur while sipping on pure vodka - flights of compelling, rare and expensive vodka from around the world.

Nicola's love affair with food began as a young child at his family's Nicola Twins market in Silverlake. It was there that he saw first-hand how food is a meaningful expression of the love that unites families, friends and neighborhoods. Nicola learned how to cook at an early age from his maternal grandmother, who was entrusted with preparing the big family feasts and it was at the age of eight when he began dreaming of opening his own restaurant.

It was in 1980, when Nicola first opened L.A. Nicola in Silver Lake across the street from his family's market that the dining scene in LA began to bloom. And L.A. Nicola was Silver Lake's first serious dining establishment. After a few years Nicola expanded the restaurant to include the first martini lounge in Los Angeles. It was the mix of bar, lounge, restaurant, innovative modern design, ever-changing art, music and the camaraderie created by Nicola, his wife Melisa and their staff that made L.A. Nicola one of LA's best neighborhood restaurants.

The VODBOX logo, consisting of the word "VOD" in the top row and "BOX" in the bottom row, with each letter in a separate square.

VOD  
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In 1993, Nicola ventured downtown with a new restaurant aptly titled, Nicola, in the dramatic atrium of the 52-story Sanwa Bank Building. The award-winning Michael Rotundi design created a sophisticated and alluring venue that allowed Nicola and his team of professionals to further define their style of American cooking. The result was a unique and stylish merger of Nicola's refined and contemporary menu served amidst some of the city's more cutting edge design elements – both of which foreshadowed the hip and urban revitalization that faces downtown Los Angeles today.

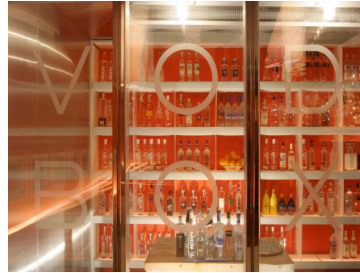
It was in 1997 when Nicola decided to move his restaurant 'halfway between Silver Lake and Venice' to glamorous Beverly Hills. The opening of Nic's Restaurant and Martini Lounge allowed Larry and his wife Melisa, to continue their passion for cooking art and music in a sleek, swank, comfortable and colorful setting. Nicola's clients followed him from Silverlake and downtown to mix with the movers, shakers, entrepreneurs and visitors from around the world who live, work and play in one of the most renowned of California zip codes, 90210.

When Nicola leaves his post as host, chef and restaurateur at Nic's, he serves as consultant for world class resorts such as the Palmilla Hotel, and Querencia, a private golf resort both in Los Cabos, Mexico; The Tubec Golf Resort in Arizona; and the Hotel Lapa Rios in Costa Rica. Nicola also participated in the Great Tastes Of The States promotion for the Four Seasons Hotel Singapore where his original concepts were presented along with other famous chefs from Nobu Matsuhisa to Nancy Silverton. Additionally, his latest venture as the vodkateur makes Nicola an in-demand consultant to conduct special vodka tastings for private parties and/or events. Nicola is very active in supporting the community and donates his time and talent to AIDS benefits, Christmas dinners for the homeless, public television fundraisers and working with diabetic children to demonstrate the benefits of good nutrition. Larry and Melisa sit on the board of the Hark department of Children's Hospital Los Angeles which subsidizes the children's art therapy program. Larry and Melisa also sit on the board of the Los Angeles Regional food bank as well as host the organization's annual fundraiser. Nicola also sits on the Board of Directors of Heart of Los Angeles Youth (HOLA). Larry and Melisa have two children Luke and Makaela.

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## VODBOX 411

*The who, what, where, when, why and how*



### **The Vodkateur™**

Vodkateur Larry Nicola is an expert and ambassador to vodka who brings the best luxury vodkas from around the world for people to taste and enjoy. He articulates and uncovers the differences and flavors in an entertaining and informative style.

### **What is the VODBOX?**

The VODBOX is the ultimate walk-in, drink-in exhibitionist freezer designed solely for the enjoyment of vodka in its purest form. Glass and stainless steel coat the freezer's exterior while white leather shelving lines the room with hundreds of bottles, from the fashionable and exclusive to the obscure, while the center table (a wooden Nicola family heirloom, circa 1945) is prepared for tastings led by Vodkateur Larry Nicola or one of Nic's "Vodka Impresarios."

### **How does it work?**

There are 30 shelves in the VODBOX - all sold to the best vodka producers and consumers. These VODBOX members (a mix of liquor companies, entrepreneurs and business professionals) are designated shelving space of tufted white leather, secured and boldly labeled with name plates. Members are given priority reservation status; however, all guests are welcome with advanced reservations.

### **Inside the VODBOX...**

Before entering the VODBOX, guests are provided with faux fur coats/hats (leopard or black). Once everyone is escorted into the 28°F freezer, the vodka expert will spend about 15 minutes with each party providing entertainment, information and tastes. Costs vary for the VODBOX experience, ranging from flights (beginning at \$21 per person) to bottle service (which begins at \$250). Cameras are allowed and encouraged. If guests request the VODBOX as part of their dining experience, the vodka ambassador will approach their table in between appetizers and entrees and invite them in the VODBOX. After the tasting, guests return to their table for the main course.

### **VODBOX vodkas**

Vodkateur Larry Nicola has encapsulated the best and most luxurious vodkas in the world for the VODBOX. Among the top-tier selection is Kauffman, Potocki (only available in California at Nic's and the VODBOX) Russian Standard, Jean Marc XO and the Jewel of Russia. New additions to the VODBOX include Roberto Cavali, Trump, Kai and Uluvka. For a complete list, please see enclosed pages.

### **How many people can fit in the VODBOX?**

The VODBOX can fit up to 12 people.

### **Who made the faux fur coats for the VODBOX?**

Designer Stanley Hudson made the faux fur fashion for the VODBOX. Coats are available in various sizes.

### **Who designed the VODBOX?**

Nicola himself designed the VODBOX from the triple paned windows, to the lighting and the unique vodka shelving.

### **Why do the VODBOX?**

The VODBOX was created as a unique, fun, sexy, and knowledgeable way to bring people together. The VODBOX's signature 28°F allows for the true exquisite flavors of the vodkas to reveal themselves as the vodkas are consumed at their most enjoyable stage (the cold temperature enhances the smoothness of the vodka resulting in no alcohol burn). The VODBOX is a one of a kind concept that melds martinis and vodka with a cool bar experience.

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# VODkart™ 411

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## **What is the VODkart™?**

The VODkart is an opulent bar on wheels that displays and serves luxury vodkas. Designed as a beautiful and sexy Lucite cart, the VODkart serves only the world's finest vodkas.

## **How does it work?**

The VODkart is the ultimate way to indulge in decadent vodkas without having to leave your environment. Vodka aficionados can get cozy in their seats as the VODkart connoisseur prepares the order tableside. The waiter prepares your order off the clear Lucite two-tier cart - creating either the luxe of martini cocktails or by simply conducting a straight - yet smooth - vodka sampling. The staff is well trained in vodka ingredients and tasting notes.

## **VODkart vodkas**

The VODkart vodkas are chilled on ice - keeping the temperature of the vodkas at a prime degree for the best tasting experience. Display vodkas are rotated every two weeks- showcasing either one featured vodka or several vodkas at a time. An extension of the VODBOX, all VODkart vodkas can be found in the renowned vodka tasting freezer-room.

## **VODkart at your service**

The VODkart serves any and all - whether it's an intimate party of two or a larger group dinner party. Whatever the size, the VODkart brings the ultimate in vodka tasting directly to your table to create an at-home and comfortable private experience.

## **VODkart in-demand**

The VODkart is available daily in both the Dining Room and Martini Lounge from 5 pm to closing. Reservations can be made for the VODkart.

## **Who designed the VODkart?**

Larry Nicola created the concept and design for the VODkart.

## **Why do the VODkart?**

Vodka's never been served with such class. It's just plain sexy.

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**MEDIA CONTACT:**

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