



KENT RATHBUN

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## **RATHBUN AND HYDE'S JASPER'S CONCEPT PUTS THE "HOT" IN "HOTSPOT"**

*Amidst News of Imminent San Antonio Opening, the Nationally Recognized Eatery is Named a 2008 Nation's Restaurant News Hot Concepts! Award Winner*

DALLAS (AUGUST X, 2008)—Jasper's Restaurant, the hip and casual innovation of Abacus owner and "Iron Chef America" winner Kent Rathbun along with partner Bill Hyde, has been chosen as a 2008 Nation's Restaurant News Hot Concepts! Award winner. As one of only six restaurants in the country to receive such an accolade, Jasper's Hot Concepts! designation is due in part to its successful business strategies and its performance as an "industry leading brand."

"The label of 'brand leader' is an aspiration for every restaurant and I cannot tell you how proud we are to receive such recognition from *Nation's Restaurant News*," said Kent Rathbun, executive chef and partner of Jasper's Restaurant. "We are a company that strives on providing an exceptional dining experience for each of our guests. The support and loyalty we have received allowed us to build a brand in three, soon to be four, locations so to be recognized and awarded by the industry for innovation and originality is not only a great honor, but an incentive to continue to provide a concept that exceeds all culinary expectations."

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Heralded for its innovation, successful business strategies and entrepreneurial spirit, *Nation's Restaurant News* considers Jasper's "in a class all their own." Each year, the editors select what they believe are the top six restaurants in the country who have distinguished themselves as Hot Concepts! In addition to the set criteria regarding the restaurant's strategies and innovation, the concept must also be a financially-proven overachiever and show potential for further growth.

The Nation's Restaurant News Hot Concepts! Celebration and presentation will take place at the Gaylord National Resort & Convention Center in National Harbor, Maryland on Saturday, October 11, 2008. It is here that Jasper's and the five other recipients will be recognized for their compelling and imaginative restaurant concepts.

Rated one of *Esquire Magazine's* Top 20 Best New Restaurants in America, Jasper's features a casual design with a "modern outdoors" theme complete with teak outdoor-style furniture, bamboo planters, dramatic lighting and artistic-interpretations of natural elements into the overall design scheme. Executive chef and partner Kent Rathbun has made a name for himself in the culinary world through his interest in creating unique and unsurpassed dishes. Jasper's menu reflects Rathbun's "home cooking" style with the best of America's regional cuisine, including rotisserie chicken, fish, steaks, salads and pizza. Jasper's is located in Plano, TX, The Woodlands, TX, Austin, TX and currently under construction in San Antonio, TX. For more information on Kent Rathbun and Jasper's, please visit [www.kentrathbun.com](http://www.kentrathbun.com).

#### **ABOUT KENT RATHBUN**

By creating an astounding culinary legacy in Texas, Rathbun has thrived in the national scene. He has cooked at the James Beard House in New York on several occasions and was nominated as the James Beard Foundation's Best Chef: Southwest in 1999, 2002, 2003 and 2004. He has repeatedly appeared on a number of TV shows, including the Food Network's "Chef du Jour", Cooking Live with Sara Moulton, "Ready Set Cook", the CBS Early Show, the Rosie O'Donnell Show and NBC's Today Show. Most recently, Kent appeared on Food Network's "Iron Chef America" and defeated Bobby Flay. Rathbun has been featured in *Esquire Magazine*, *Better Homes and Gardens*, *Rosie Magazine*, *Bon Appetit*, *Southern Living Magazine*, *Nation's Restaurant News*, *Elle*, *Veranda Magazine*, *USA Today*, *The Wall Street Journal*, and *The New York Times*. He was honored to be one of the featured chefs for the Bush 2001 Inaugural Ball and has participated in the Pre-SuperBowl Event, "Taste of the NFL" for the past five years. Passionate about charitable organizations, Rathbun is actively involved in the American Cancer Society, March of Dimes, Zoo to Do, the North Texas Food Bank and the American Heart Association.