



## FACT SHEET

2017

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### OVERVIEW

For more than 20 years, El Gaucho Hospitality and Chef Jason Wilson have been leaders in the Pacific Northwest restaurant industry. El Gaucho has been the iconic Northwest's hospitality company focused on elegant, old-school tableside service for people celebrating their lives. During that same two decades, Chef Jason Wilson's talent for cooking American regional food has earned numerous awards and celebrity status in the culinary world. His first restaurant, Crush, propelled him as an innovator in modern cooking styles and a leader in fine dining, both locally and nationally. He is a proud recipient of James Beard Award Best Chef Northwest, Food & Wine magazine's "Best New Chef" and Puget Sound Business Journal's "40 under 40". Jason's approach as an innovative and entrepreneurial chef has helped him play an influential role as the Executive Chef and Product Developer for Coffee Flour. In January, 2017, Wilson joined El Gaucho Hospitality as Culinary Director.

In July, 2017, the team behind El Gaucho Hospitality, along with Chef Jason Wilson, announced a new operating entity, Fire & Vine Hospitality. The company has evolved to include operating partnerships and new property opportunities dedicated to service, culinary and operational excellence. The Fire & Vine team is responsible for overall operational leadership, product sourcing and culinary expertise, marketing and technology support for each of the properties in the hospitality family.

The Revelers Club program is designed to show our gratitude for our guest's loyalty and provide benefits for frequent guests at the Fire & Vine family of properties. The Revelers Club has been extended beyond the El Gaucho family of restaurants to include every Fire & Vine property. Reveler Club members receive birthday and anniversary gifts at each level of the program. Reveler Club members receive a minimum of \$75 gift for their birthday and wedding anniversary. Members also earn points for every dollar spent. These gifts and reward dollars can be redeemed at any Fire & Vine property.

- Each of the Fire & Vine Hospitality properties is unique to the communities they serve but always share the following attributes.

- Service – We provide every guest with a unique, unparalleled experience. We revel in celebrating lives.
- Quality - Our mission is to source the best in the world for our guests to enjoy. No excuses and no compromise.
- Community – Building a strong community through financial giving and sharing time and resources is a core company value.
- Fire & Vine Hospitality’s core company values include:
  - **Individual Responsibility:** We believe that individuals are responsible for their lives. The freedom that comes with knowing that your future is in your control is one of the greatest truths we know. Doing what you say without any follow up is one of our values. We all have responsibility for ourselves, the attitudes we enter the doors with and the way we treat others.
  - **Heritage of Hospitality:** Our profession is built on the heritage of hospitality giants that have come before us. We have brought forward techniques, traditions and an approach that celebrates our heritage while updating it for modern times.
  - **Professional:** Our company was founded by professionals who saw this as a way of life where you could be proud of what you do. To profess is to love what you do. Professionals also take responsibility for their knowledge and continuing education. They are treated with respect by their peers and their opinions matter to all those involved in leading them.
  - **Action Oriented:** We take action to move our restaurants forward. A fundamental strength of our business over well-funded national competitors is our ability to make a decision and move forward. Our action orientation is a distinct competitive advantage. If something is not working, fix it by taking action.
  - **Stewardship:** Stewardship is the ‘careful and responsible management of something entrusted to one’s care.’ In that regard, we are all stewards of our restaurants which include guests, employees, suppliers and the assets we maintain.
  - **Building Strong Community:** Our restaurants forge a strong bond with our communities by being generous in our fundraising for local charities as well as giving our time and energy to building better communities. Our restaurants are a place of celebration and a gathering place for the entire community.
  - **Free Enterprise:** We have a fundamental belief in the power of the free enterprise system. This allows us to elevate the capabilities of our people. We

celebrate the success of businesses and the entrepreneurs who drive them. We relish competition and protect our ability to compete without using the government to protect us.

**THE TEAM**  
400+ employees

Chad Mackay, President  
 Jason Wilson, Culinary Director  
 Ken Sharp, Corporate Executive Chef, El Gaucho Hospitality  
 Cooper Mills, Operations Director, Fire & Vine Hospitality  
 Tony Capra, Operations Director El Gaucho Hospitality  
 Tamara Smith, Director of Marketing and Communications  
 Beth Herrell Silverberg, Director of Public Relations  
 Zachary Dunn, Marketing Programs and Social Media Manager  
 Kim Reynolds, Executive Assistant

El Gaucho Seattle James Parsons, General Manager Jonathan Garcia, Executive Chef	AQUA by El Gaucho Sivi Mennen, General Manager Wesley Hood, Executive Chef
El Gaucho Bellevue Tivoli Shiosaki, General Manager Tristan Chalker, Executive Chef	El Gaucho Tacoma Noel Romero, General Manager Jesus Boites, Executive Chef
El Gaucho Portland Gillian Duff, General Manager Steve Cain, Executive Chef	The Inn at El Gaucho David Bayley, Inn Manager
Miller’s Guild John Hooberman, General Manager Alphonso Mills, Executive Chef	The Lakehouse Lawrence Main, General Manager Walter Edwards, Executive Chef
Civility& Unrest Lawrence Main, General Manager	Eritage Resort TBD, General Manager TBD, Executive Chef

## LEADERSHIP BIOGRAPHIES

### **Chad Mackay, President**

Since joining El Gaucho and his father and founder, Paul Mackay in 2003, the two worked together to build a special place for people to celebrate their lives. Over the years, Chad developed strategic direction to promote continual growth and in July 2017 announced the evolution to Fire & Vine Hospitality. The operating company manages the El Gaucho family of restaurants and the Inn at El Gaucho, an operating partnership with Chef Jason Wilson's restaurants Miller's Guild, The Lakehouse and Civility & Unrest, as well as new properties set to open in 2017 and 2018. His primary responsibilities include developing the company's people and structure and continuing to foster the El Gaucho legacy of service to our guests and community. As a dedicated member of the Seattle community, Chad serves on the board of the Washington State Hospitality Association and Visit Seattle, as Finance Chair.

Previously, he served on the Washington State Tourism Advisory Committee, the Washington State Tourism Commission and the Seattle Sports Commission. Active in many philanthropic organizations, Chad and his wife Jennifer co-chaired Seattle Aquarium's 2012 Splash! Fundraising event, as well as the Celebrity Waiter's luncheon, benefitting the Leukemia and Lymphoma Association. Chad holds a BA in Business Administration from Seattle University and is a private pilot. His wife, Jennifer, is a tax attorney and mother of their two sons, Eliot and Owen.

### **Jason Wilson, Culinary Director**

Jason's tenure in the restaurant business spans over 25 years. His prowess for cooking American Regional Food in the Pacific Northwest has lauded numerous awards and celebrity status in the culinary world. His first restaurant, Crush, propelled him as an innovator in modern cooking styles and a leader in fine dining, both locally and nationally.

Opening Miller's Guild brought a new level of wood-fired craft cooking to Seattle and earned a spot on Fodor's "Top 10 Steak Houses in the Nation." Jason's approach as an innovative and entrepreneurial chef has also helped him play an influential role as the Executive Chef and Product Developer for Coffee Flour. In June 2017, he opened The Lakehouse, a modern Northwest farmhouse, and Civility & Unrest, a speakeasy-inspired cocktail lounge in Bellevue's new Lincoln Square Expansion and W Hotel Bellevue.

Jason's restaurants and culinary work have garnered numerous accolades. He is a proud recipient of James Beard Award Best Chef Northwest, Food & Wine magazine's "Best New Chef" and Puget Sound Business Journal's "40 under 40".

As culinary director, Jason drives creative development and spearheads future projects as El Gaucho Hospitality, while continuing his position as chef-owner of Miller's Guild, The Lakehouse, Civility & Unrest, and as executive chef of Coffee Flour.

## HISTORY

1953 - 1986 Original El Gaucho lives on Seventh and Olive, downtown Seattle. Paul Mackay works his way up to dining room manager before it closes

1996 Paul Mackay brings back El Gaucho in new and current location in Belltown, on the corner of First Avenue and Wall Street.

2000 El Gaucho Portland opens in old Trader Vic's spot, adjacent to the historic The Benson Hotel in downtown Portland.

2000 AQUA by El Gaucho (formerly Waterfront Seafood Grill) opens on the tip of Pier 70 on Seattle's Elliott Bay.

2000 Paul Mackay meets John Tarpoff at Certified Angus Beef® National Conference in Whistler, BC, over cigars and a cocktail, help create Certified Angus Beef® Prime program.

2002 El Gaucho Tacoma opens in a newly refreshed section downtown Tacoma.

2005 The Inn at El Gaucho opens directly above El Gaucho Seattle with its 17-suite, retro-swank, yet El Gaucho approach to the boutique hotel renaissance.  
Chef Jason Wilson opens Crush in Seattle's Madison Valley.

2008 El Gaucho Bellevue opens in the newly built City Center Plaza building, sitting on the ground level with 26 stories of Microsoft rising above.

2010 Chef Jason Wilson wins the Best Chef: Northwest at the James Beard Awards

2011 Waterfront Seafood Grill rebrands to become AQUA by El Gaucho. Creating the synergy for "One Gaucho" brand moving forward.

2012 El Gaucho introduces new addition to beef program: 28-day dry-aged Niman Ranch All-Natural Certified Angus Beef® and custom-aged Certified Angus Beef® Tenderloin Filets as personally selected by John Tarpoff.

2013 Chef Jason Wilson opens Miller's Guild in Seattle's Hotel Max

2014 Chad Mackay takes the helm as president and COO of El Gaucho Hospitality

2016 El Gaucho celebrates 20 years in Seattle with a gala and auction which raised \$130,000 to benefit USO Northwest and build the Camp Lewis Center at Joint Base Lewis McChord set to open in fall 2017.

2017 El Gaucho Hospitality and Chef Jason Wilson create partnership to share strengths and create new opportunities. The company changed its name to Fire & Vine Hospitality.  
Chef Jason Wilson opened The Lakehouse and Civility & Unrest in the W Hotel Bellevue.

## COMMUNITY INVOLVEMENT

Our properties forge a strong bond with our communities by being generous in our fundraising for local charities, as well as giving our employees opportunities to share their time and energy to building better communities. We strongly feel that each of us has an obligation to help make our world a better place, and we are privileged to serve and give back to organizations who are focused on that mission.

While most of donations are guest-driven, through a generous match program as well as upgraded donation options through our loyalty program, the company has aligned with specific organizations in our communities. In 2013, El Gaucho Hospitality received the National Restaurant Neighbor Award for its work with Seattle's Union Gospel Mission. That commitment still continues, with the AQUA and El Gaucho teams joyfully preparing, transporting and serving lunch once a month to our city's homeless through UGM Men's Shelter. In Bellevue, El Gaucho proudly supports Jubilee Reach, an organization that steps in the gap for those in need around Bellevue, providing access to assistance programs and services focused on growing community and empowering our youth, by offering mentoring, tutoring, and over 20 free after-school clubs and sports within Bellevue public schools. In celebration of its 20 year anniversary, El Gaucho Hospitality raised \$130,000 for USO-NW to help build a new center, Camp Lewis, at Joint Base Lewis-McChord. The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation.

Through financial giving, time and resources, El Gaucho Hospitality has donated more than \$4,000,000 since 1996.

## FIRE & VINE PROPERTIES AND COMPANIES



### REVELERS CLUB

The Revelers Club is designed to show our gratitude for our guest's loyalty and provide benefits for frequent guests at the Fire & Vine family of properties. The Revelers Club has been extended beyond the El Gaucho family of restaurants to include every Fire & Vine property. Reveler Club members receive birthday and anniversary gifts at each level of the program. Reveler Club members receive a \$75 gift for their birthday and wedding anniversary. Members also earn points for every dollar spent. These gifts and reward dollars can be redeemed at any Fire & Vine property.

- Enjoy consistent excellence in customer service and culinary strength in every Fire & Vine property
- Earn reward points for every dollar spent in any Fire & Vine property
- Birthday and anniversary gifts to every member at every level - beginning at \$75
- Redeem reward dollars and gifts at any Fire & Vine property

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## EL GAUCHO HOSPITALITY

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*El Gaucho*

AQUA  
by El Gaucho

THE INN AT  
*El Gaucho*

### El Gaucho

El Gaucho is the Northwest's steakhouse legacy focused on elegant, old-school, tableside service for people celebrating their lives. The menu highlights 28-Day Dry-Aged Niman Ranch All-Natural Certified Angus Beef® brand Prime steaks and cutting-edge fresh seafood selections; all prepared in the wide open exhibition kitchen over flaming charcoal grills. Visit the legendary steakhouse in Seattle, Bellevue, Tacoma or Portland.

### AQUA by El Gaucho

Located on Pier 70 in Seattle, AQUA by El Gaucho features outstanding fresh seafood accompanied by sweeping views of Elliott Bay and the Olympic Mountains.

## **The Inn at El Gaucho**

Step back in time, to an era of uncompromising service and total indulgence. With its "retro-swank" fifties décor, the Inn at El Gaucho will give you the kind of responsive attention and personal pampering that only a 17-suite, exclusive Inn can provide.

Located in Seattle's ultra-hip Belltown district, the Inn is minutes away from landmarks such as the Pike Place Market and the Space Needle. Whether you're a visitor to the city or a local spending a night on the town, the Inn at El Gaucho will serve up a memorable stay you'll cherish forever.

## **CHEF JASON WILSON'S RESTAURANTS**



### **Miller's Guild**

The vibrancy of Miller's Guild and its craft cooking is anchored by its nine-foot-long, custom wood-fired Infierno grill. The menu showcases extended dry-aged beef, inspired vegetables, the freshest seafood, rustic baked goods and accompanying craft cocktails made with spirits house-finished in oak casks.

### **The Lakehouse**

Opened in Bellevue in June 2017, The Lakehouse is Chef Jason Wilson's modern Northwest farmhouse at the W Hotel Bellevue. The farm-inspired craft cooking is engaging, familiar and delicious. Chef Jason showcases his produce-driven approach using the best local ingredients from the region's farmers and foragers. The menu offerings include local seafood, small ranch meats, handmade pastas and a house made larder. The Lakehouse features a chef's counter tasting menu, semi-private dining rooms and will serve breakfast, lunch and dinner daily.

### **Civility & Unrest**

Civility & Unrest brings a speakeasy-inspired cocktail experience, offering guests an expressive cocktail culture exploration. It opened in June 2017 in the exciting Lincoln Square expansion development in Bellevue.

**Eritage**

In the fall of 2017, Eritage will open in the heart of Washington's wine and farm country. Tucked within the vineyards, the first phase will feature 10 suites within the main building, as well as a destination restaurant with a menu created by Chef Jason Wilson. Each suite opens to a patio or deck with expansive views of the Blue Mountains, rolling farmland and a pristine man-made lake. Eritage was founded by Justin Wylie, owner and winemaker of Va Piano Vineyards with financial support from Business Growth Capital of Long Beach, CA. Development management is provided by Scott Knox of Vista Ventures and Fire & Vine Hospitality is responsible for resort services, dining and operations.

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