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**Bringing Back Broadway Celebrates
Grand Opening of ALMA Restaurant**

*Ribbon-cutting event will celebrate the Broadway debut of foodie favorite Chef Ari Taymor.
ALMA menu features local farmers and local, sustainably raised seafood and meats*

LOS ANGELES (August 15, 2012) –Ari Taymor, Chef/owner of Broadway’s new ALMA Restaurant will join with Councilmember José Huizar’s Bringing Back Broadway initiative on Wednesday, August 15 at 6:00 pm for a ribbon-cutting to celebrate the official grand opening of the new eatery at 952 S. Broadway.

Based on success with pop-up restaurants in Silverlake and on the westside, Chef Ari Taymor’s ALMA Restaurant has now found a permanent home on Broadway in Downtown L.A. at the intersection of the historic core and fashion district. Alma has already enjoyed great success during its “soft open” the past few weeks.

Alma’s menu, offered for dinner Tuesday through Sunday, may change as frequently as every week or sometimes every day, with a focus on locally grown, farm fresh items served in a space which seats less than three dozen people at a time. Special Chef’s Tasting menus and homemade sodas are also not to be missed.

“Alma is an excellent addition to Broadway’s quickly expanding restaurant selection. It has the comfortable feel of a home-cooking kitchen, the taste of food from a farmer’s garden, but the view of a big city right out its windows,” said Councilmember José Huizar whose Bringing Back Broadway initiative is a 10-year plan aimed at revitalization of historic Broadway. “Ari has something unique here and we’re pleased to welcome Alma to Broadway.”

Taymor, whose pedigree includes San Francisco’s Flour + Water, and Santa Monica’s Salute, says he specifically chose Broadway for Alma’s permanent location because he believes in sustainable urban living and wanted to show that it can work – even for the Downtown crowd which eats out a lot.

"We are excited to be a part of the new Broadway. It's inspiring to see people dreaming big about the things that we care so deeply about: community and sustainability. We are proud to be one of the first new restaurants in the area and look forward to cooking for all of our downtown neighbors."

While Taymor feels a natural, locally grown menu is one way to help sustain the planet and make ecologically responsible choices with food, he wants the restaurant to spread goodwill and love for fresh food beyond its own doors. Alma will be offering donation-based cooking classes

featuring produce from local farmers with proceeds supporting the Los Angeles Youth Homeless Shelter. Alma will also be inviting chefs from all across the globe to collaborate on menus and serve guests through its “Cooking with Friends” program.

The August 15th ribbon-cutting and grand opening celebration is open to the public. Samples from Alma’s menu will be provided while supplies last. A full menu is available for food purchase. Alma does not yet serve alcohol. Advance reservations are strongly recommended, as seating is limited.

For more information on Alma, please visit www.alma-la.com

For more information on Bringing Back Broadway, please visit BringingBackBroadway.com

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