



SEDONA ROUGE

HOTEL & SPA

For immediate release:

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**RON MOLER NAMED EXECUTIVE CHEF
CHRISTOPHER SMITH PROMOTED TO CHEF DE CUISINE**

SEDONA, AZ. (October 1, 2007) – Ed Conway, general manager of the Sedona Rouge Hotel & Spa, announced today that Ron Moler has been named Executive Chef. Recruited from Westward Look Resort, Moler is self-taught, learning traditional cooking firsthand from his grandmother and mother whom he termed “cooking goddesses”.

A native of Tucson, Moler went on to work under that city’s best-known chefs, including Jamie West, Craig Dibbern, and Jason Jonilonis. From them he learned that “attention to detail is vital to the success of every kitchen – from selecting the right foods and ingredients – all the way to the final presentation”.

Conway also announced that Christopher Smith, formerly Reds’ Sous Chef, has been promoted to Chef de Cuisine.

In his new position, Chef Smith announced an expanded menu. The new bill of fare retains its emphasis on American-bistro style plates but now features several fabulous new tapas, including sevice, tuna tartare, and a crab-artichoke combo.

With a growing complement of guests from around the world who want plant-based entrees, and want them served with a flourish, Smith has also incorporated delicious to eat and gorgeous to behold vegan selections.

Fear not meat-lovers. All is not greens and grains. A 12-ounce veal chop came along too, served with a thyme demi-glace and garlic mashed. And, if you've a taste for fish, there's a great new orange-coriander crusted halibut accompanied by a deluxe orange buerre blanc.

Sedona Rouge Hotel & Spa is located at 2250 West Highway 89A in Sedona, Arizona. Telephone: (928) 203-4111 or toll free at (866) 312-4111. E-mail inquiries: info@sedonarouge.com. On the Web at www.sedonarouge.com.

Sedona Rouge is a AAA Four Diamond property, a member of LUXE hotels, and a Conde Nast Johansen-nominated hotel and spa.

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