

## LIVELLO Shares Results of "What's It Worth Dinner?"

Beverly Hills, CA., January 17, 2013—When newly appointed chef de cuisine Benjamin Dayag introduced his LIVELLO dinner menu to a group of invited guests it quickly became clear that the price is not always right.

Attendees at the invited dinner were given a menu without prices from which to make their selections. Each of the individual guests were asked to write down their best guess of the price of each item they ordered. It turns out diners were wrong approximately 90% of the time, estimating a higher cost of the dish versus the actual price listed on the menu.

Mickey Weill of Pro Traveler International guessed \$12 for his dish of "shishito peppers" when the actual price was \$7. Emad Ghobrial with Preferred Group very much enjoyed the "grilled octopus" estimating the price of the dish at \$17, although the actual menu price is \$10. Leilani Yats of Intelligent Beauty wrote down a price of \$26 for the "oxtail tortellini," the set price is \$21. Her dining companion, Jessica Flores, guessed \$25 for a "sea urchin crudo" dish, the real menu price is \$20. Kell Wimmer of Young's Market and his fiance Gwen guessed \$21 for the "tuna crudo" dish, yet the menu price is \$19.

Guests were also asked to comment on their evening's dining experience.

- -"If you are looking for an intimate dining experience, put LIVELLO at L'Ermitage high on your list," stated Mr. Weill.
- -"Overall a wonderful exploration for the palette. Looked forward to what came next and wasn't disappointed," shared Ms. Larios.
- "Your very own private, intimate club in LA, with personal and attentive staff making sure you will have a memorable time," said Mr. and Mrs. Kochavy.

"I'm pleased with the outcome of our 'what's it worth dinner", says chef Dayag. "It's gratifying to see that diners placed a higher value on most of the new menu items. This supports management's vision and commitment to offer the perfect setting in which guests may enjoy sophisticated dining. My passion is to create classic dishes that embrace modern cooking methods, while staying true to time-honored techniques. I enjoy creating menus that give dinners a chance to try broader combinations of flavors, textures and colors."

LIVELLO's contemporary design reflects the hotel's interior, complete with signature Sycamore paneling, maple wood furnishings and paintings by local artist America Martin. The elegantly domed dining room features a two-story wall of glass that overlooks a garden patio, infusing the space with natural light throughout the day. Ideal for al fresco dining, the intimate patio is an urban oasis setting with a soothing waterfall and lush foliage.

LIVELLO is open for breakfast, lunch and dinner Tuesday through Saturday. For more information or reservations at LIVELLO at L'Ermitage Beverly Hills, telephone 310.385.5390 or visit <a href="https://www.lermitagebh.com">www.lermitagebh.com</a>.

## **About L'Ermitage Beverly Hills**

L'Ermitage Beverly Hills is one of LA's finest luxury hotels, embodying the spirit of a sophisticated private club and a gracious urban residence. Serenely situated on a tree-lined residential street, the hotel is a short stroll from the bustle of Rodeo Drive. Impeccable service combined with acclaimed dining and lounges, a rooftop pool retreat, an intimate spa, and spacious guest rooms featuring French doors to step-out balconies, complete this exceptional experience for which guests return often.

Since 2000, L'Ermitage Beverly Hills has earned the rare dual designation of the Forbes Five Star and AAA Five Diamonds awards.

For more information or reservations at L'Ermitage Beverly Hills, telephone 877 235 7582.

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For Media Information Contact Gabriela Knubis Knubis Communications 707-265-7783 gabriela@knubis.com

For Hotel Information Contact Alicia Dill Director of Sales L'Ermitage Beverly Hills Tel: (310) 385.5390 Alicia.Dill@viceroyhotelgroup.com