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TOP DENVER CHEF TROY GUARD ANNOUNCES LOCATION FOR HIP NEW LARIMER SQUARE EATERY

TAG Restaurant Brings the Concept of “Continental Social Food” to the Mile High City’s Most Cosmopolitan Dining District

DENVER, CO—Denver culinary powerhouse Troy Guard has announced a location for his highly anticipated new eatery, TAG, opening February 1, 2009. Guard’s newest project (which shares his initials) will enjoy a prime location at 1441 Larimer Street, in the heart of the stylish Larimer Square shopping and dining district.

Serving up a brand-new genre Guard calls “Continental Social Food,” TAG will be unconstrained by nationality, with an innovative menu offering a harmonious marriage of local ingredients and internationally inspired dishes. Indeed, the project is also a fusion of Guard’s past and future—both its menu and its sophisticated setting will be informed by his experience with Roy Yamaguchi, his tenure at the helm of successful Denver endeavors like Zengo, nine75 and Ocean, and finally by his unique vision for TAG.

TAG patrons can expect fresh, flavorful dishes inspired by Guard’s travels in Asia, Latin America and Hawaii—all served with generous portions of atmosphere. As much a social experiment as a culinary experience, TAG will feature a wine “library” with a rolling ladder and interactive dining spaces that encourage conversation. “TAG will have an eclectic New York vibe with warm, inviting Denver hospitality,” says Guard. “I want the guy or girl who lives alone downtown to come hang out at the chef’s table for amazing appetizers and a glass of syrah from a small winemaker. There will definitely be something for everyone.”

An accomplished team of local tastemakers is standing by to help Guard realize his vision for TAG. Working behind the scenes with Chef Guard are Larimer Square Manager Joe Vostrejs and savvy restaurant consultant Leigh Sullivan-Guard, owner of Leigh Sullivan Enterprises. “Larimer Square is extremely pleased to add TAG to our exceptional collection of chef-driven restaurants,” said Vostrejs, who worked with Guard on finding the ideal location. “Troy’s inspired menu of global cuisine will add a new dimension to Larimer Square’s amazing dining scene.” In addition, award-winning Denver design firm Kimberly Timmons Interiors is slated to shape TAG’s innovative interior spaces—while **W-West** will craft the restaurant’s open-plan kitchen.

During his 20 years in the restaurant business, Guard has helped to create some of the most innovative menus in the world. Named one of the “Great Regional Chefs of America” by the James Beard Foundation, Guard was recently honored to represent the Mile High City as a member of the Denver FIVE at the historic James Beard House. Guard’s passion for fresh, healthy local ingredients has also inspired a new partnership with Daisy Brand Cottage Cheese, including a series of promotional events at the Cherry Creek Farmer’s Market.

The opening of TAG is the realization of a lifelong dream for Guard. Further details about the new restaurant, along with information on its Grand Opening on May 18, 2009, will be available at his website: www.troyguard.com.

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