

MADE IN
DUXBURY MA

ISLAND CREEK OYSTER

BAR

No CCBA5 MA

Island Creek Oyster Bar Fact Sheet

CONCEPT: Celebration & education of the oyster and the bounty of the sea

LOCATION: 500 Commonwealth Avenue, Boston (Kenmore Square)

KEY STAFF: Skip Bennett, Owner
Jeremy Sewall, Chef/Owner
Garrett Harker, Owner
Tom Schlesinger-Guidelli, General Manger
Jackson Cannon, Bar Director

OYSTERS: Skip Bennett founded Island Creek Oysters in 1992. From the beginning, he's made it a priority to provide chefs with a consistent supply of high-quality oysters. Through his efforts, he's witnessed and been a part of the evolution of oyster consumption across the U.S. and beyond. Island Creek Oyster Bar is designed to celebrate oysters -- ours and others -- by taking Skip's vision to the next level with an emphasis on oyster education and a continuing discussion around sustainable sourcing practices.

An ever-changing list of 12 to 18 oysters will be offered daily, with a selection from both the East and West Coasts. Every oyster we serve will be grown by farmers we know, whose commitment to quality we trust. Our relationships with oyster farms across the country will allow us the exclusivity to offer oyster varieties that aren't typically available in New England, such as Hog Island oysters from San Francisco and Washington-grown Olympia oysters, a variety that has been rescued from extinction in recent years. Our unique oyster list, coupled with a strong philosophy of daily education and guest engagement, will allow the ICOB staff to connect our guests with every aspect of the oyster-growing world.

**SEAFOOD
PHILOSOPHY:**

Skip often credits his early success to the restaurants and chefs who got to personally know him and his farming practices, welcomed him into their kitchens, and bought his oysters, one bag at a time. At ICOB, our goal is to offer local fishermen that same opportunity. By providing a venue in which fishermen and farmers can showcase their product, we hope to encourage sustainable fishing practices. Both Skip and Chef Jeremy Sewall look closely at a fisherman's practices and choose products that are caught or harvested in a low-impact way, such as hook-and-line

or by hand, and Jeremy takes every opportunity to fully educate himself and his staff on the source of a product before introducing it to our guests. He also taps Skip's Duxbury resources to source bay scallops and littlenecks as well as hand-harvested razor clams and steamers. In terms of a precise "sustainable seafood policy," the team behind ICOB believes that sustainability in the seafood world is subjective and involves layers of complexity. Therefore, our definition will be adjusted for individual products and practices — in other words, we'll take it one boat at a time.

SERVICE

PHILOSOPHY:

Our service philosophy revolves around our commitment to education, combined with the highest level of hospitality. This dynamic allows us to engage diners on every level. Each member of the ICOB family has spent a full day working on the farm in Duxbury. This level of commitment ensures that everyone on our staff — from prep cook to dishwasher, server to bartender — is able to speak to our guests with the passion and knowledge that can only be obtained from full immersion in the Island Creek experience.

COCKTAIL

PROGRAM:

Our modest collection of published cocktails will change with the season. That means, we'll do a morning check of the fresh produce and herbs available that day and match them with a corresponding spirit — one that's been chosen based on the quality and craftsmanship behind it — in order to create cocktails that tell the distiller's story in a glass. Think organic and smaller-batch production including Gloucester Rum, Indian Whiskey and American Gins, alongside a carefully-edited selection of house made bitters, vermouths and the ICOB Irish Cream. The house cocktail is the *Perennial*, a fennel-spiced house-infused interpretation of a classic sour.

WINE

PROGRAM:

Developed by GM Tom Schlesinger-Guidelli, the wine list places its focus on the significance of each grape's birthplace, recognizing that the farmer who grew the grape is just as important as the winemaker who put it in a bottle. Designed to be paired with seafood, the list spans the gamut of coastal wines to more obscure indigenous varietals, such as Prie Blanc from Morgex in the Vallee d'Aosta, which can be found in the carefully-curated Italian section. As with the oysters, the wine list is designed to offer the opportunity to taste the same varietal from neighboring fields side-by-side along with incredibly disparate selections, to experience the vastly differing expressions of terroir.

BEER PROGRAM:

Carefully selected to align with the restaurant's farm to table philosophy, the highlight of our beer program is the ICOB Pilsner. Brewed for us by Will Shelton of High & Mighty Brewing and Shelton Brother Imports, the brew features the light, crisp notes of Jasmine and orange peel, with an ABV that varies from 5 – 5.6%. Made in the style of Bavarian brewers who long ago realized the benefits of light aging in cellars to achieve clarity and mellowing of flavor, the finest ingredients such as German Hallertau hops combine with water that offers the perfect mineral content for this style of beer. Brewed in Westport, MA, each run is tested after "lagging" for approximately two months and a distinct choice is made regarding each batch as to the ratio between fine and semi-filtered beer. The end product makes for a beer that, while clean and crisp, has a flinty minerality that is well-suited to a variety of shellfish.

AMBIANCE: We went straight to the source for our design inspiration, weaving the colors and textures of Duxbury Bay throughout ICOB. The muted palate is reminiscent of the setting sun's effect over Duxbury's pristine, blue waters and envelopes the guest as soon as they enter from bustling Kenmore Square. Reclaimed Wyoming snow fence was used to create the shutters; Jet Mist granite countertops provide the bar and drink rails; wood from a reclaimed Vermont farm house has been refurbished to build the wainscoting; and Gabion cages filled with tens of thousands of oyster shells make up a massive, three-dimensional wall (an intense eight-month project involving everyone from the ICO growers and their wholesale team who collected the shells, to the kitchen and wait staff who carefully cleaned and filled each cage). From the center of the restaurant, the eye settles on a stunning 38' x 18' photograph of Duxbury Bay at low tide, brought to life by artist Stephen Sheffield. Each of these elements, chosen deliberately for their unique and subtle traits, pull together a fitting tribute to this historic New England town.

ACCLAIM: *Boston* magazine, Best of Boston 2011, Seafood: Upscale
The Improper Bostonian, Boston's Best 2011, Seafood

OPENED: October 2010

SEATS: Dining room: 100
Bar: 25
Bar Dining Area: 50

PRICE POINT: Appetizers: \$8 to \$12
Entrees: \$18 to \$34
Desserts: \$8

SERVICE: Monday – Saturday Sunday
4:00 pm – 5:00 pm *Raw Bar* 10:30 am – 3:00 pm *Brunch*
5:00 pm – 11:00 pm *Dinner* 4:00 pm – 10:00 pm *Dinner*
11:00pm – 1:00 am *Late Night* 10:00 pm – 12:00 am *Late Night*

ARCHITECT: Bentel & Bentel

RESERVATIONS: Thank you. Please call 617-532-5300

PARKING: Valet and on-street parking is available.

CREDIT CARDS: American Express, Visa, MC

WEBSITE: islandcreekoysterbar.com

SOCIAL MEDIA: Twitter @ICoBar
Facebook Island Creek Oyster Bar

***For further information or photos, please contact Marlo Fogelman or Ariel Sasso
marlo marketing/communications · 617-375-9700***

MADE IN
DUXBURY MA

ISLAND CREEK OYSTER

BAR

No CCBA5 MA

Marlo Fogelman
marlo marketing/communications
617-375-9700/mfogelman@marlomc.com

FOR IMMEDIATE RELEASE

ISLAND CREEK OYSTER BAR OPENS *A Collaboration of Community: Purveyor, Chef & Restaurateur*

Boston; October 15, 2010 – Skip Bennett, founder of Island Creek Oysters, Jeremy Sewall, Chef/Owner of Lineage and Garrett Harker, Proprietor of Eastern Standard Kitchen & Drinks, announce with pride the opening of their one-of-a-kind collaboration, the Island Creek Oyster Bar.

Designed to celebrate and educate diners about oysters and the bounty of the sea, ICOB is also a celebration of community. In everything from the partners' interwoven stories to the artisanal products they'll offer, a deep sense of community and connection lie at its core.

"In the early days of Island Creek Oysters, it was our relationships with chefs like Chris Schlesinger, Eric Ripert and Thomas Keller and their support of our brand that helped elevate the awareness of our oysters," said Skip Bennett. "The Island Creek Oyster Bar is our way of continuing that awareness and creating a venue for other farmers to get their products as close to our guests as possible."

Farmers such as Chad Ballard & Tim Rapine, a famous family of clammers who have turned their sights to oysters. A visit to their Virginia farm led Skip to offer pointers on how to grow that nice round shape that restaurants love, which they're now producing in their Misty Point oysters just for ICOB. There's also Skip's friend Jon Martin, a Barnstable firefighter who grows his Moon Shoals in his spare time as a labor of love. Greg Barker, Tom Taylor and John Wheble are not only the men behind Kingston's Rocky Nook oysters, which diners will come to crave, but also grew up working and hanging out with Skip. And John Finger's Hog Islands from San Francisco can't be found anywhere on the East Coast except ICOB. Sage advice for oyster lovers: Come early and come often since rare varieties will occasionally be on hand, but only until they're 86'd for the night!

Taking inspiration from the Island Creek Oyster farm in Duxbury, the restaurant was designed by famed restaurant architect Peter Bentel, of Bentel & Bentel in New York. Various elements, such as Gabion cages filled with tens of thousands of Island Creek oyster shells, reclaimed

Wyoming snow fence used to create window shutters and an oversized photograph of Duxbury Bay by artist Stephen Sheffield, come together to create a slice of Duxbury in Kenmore Square. The centerpiece of the room is a 25 seat bar that is divided by a daily-changing grand raw bar display that features an extensive list of 12-18 oysters, as well as lobsters, clams, shrimp and other specialties.

ICOB's three partners, Skip Bennett, Jeremy Sewall and Garrett Harker, along with respected industry veterans Tom Schlesinger-Guidelli, who will serve as General Manager, and Jackson Cannon, who will lead the bar program, represent a hospitality "dream team" that covers every element – from farm to kitchen to the plate and the glass. Further, every member of the ICOB team – from prep cook to dishwasher, server to bartender – will spend at least one full day working on the oyster farm in Duxbury, ensuring an authentic conversation around aquaculture and the complex issues surrounding sustainable seafood practices.

###

Serving food and drink from 4 PM – 1 AM seven days a week, Island Creek Oyster Bar is located at 500 Commonwealth Avenue in Boston's Kenmore Square. For more information, please call 617-532-5300 or visit us at islandcreekoysterbar.com.