

Rice To
Meet You

LING & LOUIE'S

ASIAN BAR AND GRILL

Not for
BORING
PEOPLE
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Welcome to Ling & Louie's Asian Bar and Grill!



Are you a not boring person? If so, you've come to the right place. At Ling & Louie's, modern Asian cuisine meets traditional American comfort in this truly storied and unique dining experience. A visit to see us is as enjoyable in its vibrant, friendly atmosphere as it is in eclectic and delectable menu choices. Maybe it's because Ling & Louie's is the result of an unexpected, but wildly successful chance meeting in Shanghai years ago. Or possibly, it's due to our willingness to try new things in new places. Most certainly, Ling & Louie's is nurtured by the inviting communities in which we open our doors, including our newest home, the special town of Meridian, Idaho.

We invite you to check out our media kit, where you'll learn how Ling & Louie's came to be after a Chinese beauty and culinary protégé caught the eye of a promising young baseball pitcher from Toledo, Ohio. You can also read up on the food and fun you'll find here, our newly designed and built Green Globes® certified location, and the relationship between Ling & Louie's CEO Randy Schoch, and acclaimed Treasure Valley restaurateur Rex Chandler. Peruse our company history and bios on our incredibly talented leadership team.

Of course, if you can't find what you're looking for in this media kit, don't hesitate to drop in and see us anytime. As you'll often hear us say, Ling & Louie's is not for boring people, but for those ready to have some fun! If you're looking for a good time and some tasty Asian fusion cuisine in an energetic atmosphere, you know where to find us. Choose from a variety of menu choices, from Evil Jungle Princess to our F'n Loaded Sliders (bold, fresh flavors that perform kung fu on your taste buds are how we roll); or maybe explore our drink menu, which features alluring specialty cocktails as well as beer, wine and sake.

Thanks for taking a minute to learn a little more about us. We hope to see you soon, ready to indulge in a night out you won't soon forget.

The dedicated Meridian, Idaho, staff at Ling & Louie's Asian Bar and Grill

Miso
Excited!

3210 E Louise Drive | Meridian | Idaho | 83642 | 208.888.5000
www.lingandlouies.com



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Ling & Louie's Asian Bar and Grill: Company Profile

Established: January 2011

Location:

The Portico
3210 E. Louise Drive
Meridian, Idaho 83642
208.888.5000

Meridian.LingAndLouies.com

Leadership Team:

Randy Schoch, CEO
Rex Chandler, Partner and Executive Director
Andy Fotis, General Manager
Cherie Wilcox, Assistant General Manager
Patrick Rolfe, Kitchen Manager

Press Contact:

Andy Fotis 602.541.4392

Cuisine: Modern Asian food meets American comfort



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Ling & Louie's Asian Bar and Grill: Leadership Team

Rex Chandler, Partner and Executive Director

Rex Chandler is an award-winning restaurateur whose restaurants in Hawaii, California and Idaho have provided a long history of fine dining experiences. Rex is renowned for offering his guests a winning combination of paramount dishes, exceptional ambiance, music and live entertainment. He has been the recipient of "Restaurateur of the Year" in both California and Hawaii, and his gourmet seafood restaurant in Southern California was voted "Best Seafood Restaurant" ten years in a row. Upon moving to Idaho, Rex successfully designed and opened Chandlers Steakhouse and Baci Italian Café & Wine Bar in Sun Valley before opening Chandlers Steakhouse in Hotel 43 in Boise, an endeavor that has been met with great acclaim, including "Best Classic Martini" – 2008 & 2009 Martini Mix Winner, "Best Steakhouse" – Idaho Statesman's 2010 Best of the Treasure Valley and Wine Spectator's Dining Guide "Award of Excellence" in 2008, 2009 and 2010. Much more than a job, Rex views his work in the restaurant industry as a passion and lifestyle—one that led him to helm his most recent project: the opening of Ling & Louie's Asian Bar and Grill in Meridian.

Andy Fotis, General Manager – Ambassador of Deliciousness

Andy Fotis is a connoisseur of the restaurant management business, having first become immersed in the industry when he went to work for his family's Midwestern restaurant at 12 years old. His 38+ year career in the food and beverage industry officially began in 1972 after college graduation. Andy's proven success spans the opening, owning and operating of 30+ restaurants throughout the course of his career. He opened his first restaurant in 1977 in Colorado Springs, which he owned and operated until he moved to Scottsdale in 1989. He joined the Desert Island Restaurant team on November 1, 1999, as the Director of Concept Development, driving the concept development and expansion of the ThaiFoon restaurant chain throughout California, Utah and Arizona. As the V.P. of the Asian Division, he has overseen the building, opening and management of five Ling & Louie's restaurants. Andy has also held the title of Director of Food and Beverage for Ameristar Hotels/Casinos and Director of Restaurants for the Enchantment Resorts in Sedona, Arizona. His vast success in the food and beverage industry is driven by a love of great people, great food and dining experiences that keep you coming back for more. He and his wife relocated to Boise in early 2011 to continue the general management of the Ling & Louie's restaurant concept.

Cherie Wilcox, Assistant General Manager

Cherie Wilcox has been driving success in restaurant management for more than 30 years. Cherie was first prompted to give the restaurant industry a try in 1972 by high school pal Rex Chandler. She began her career at Chandler's family restaurant, a great little café at the Huntington Beach Airport. Spending her days making people happy had Cherie immediately hooked. She went on to become the Director of Training for Southern California-based company Rusty Pelican & Ancient Mariner until the mid-80s. Cherie's exceptional abilities in restaurant management and operations subsequently saw her through high-ranking positions at major five-star resorts, such as Hilton Hotels and Capella Hotels in Telluride, Colorado. Cherie has now come full circle, once again working with Rex as Ling & Louie's Assistant General Manager. She continues to love the business. This devotion is immediately apparent. Whether a small airport café or an international hotel restaurant chain, Cherie brings dedication and outstanding management talent to every aspect of her job.

Patrick Rolfe, Kitchen Manager

Originally from Seattle, Patrick Rolfe is an acclaimed classically trained chef. As a resident of the Pacific Northwest, he worked in many high-end restaurants and private clubs, and owned and operated a private chef and catering service. In Seattle, he was strongly drawn to the local fusion flavors of the area, which offers a very dominant Pan-Asian influence—a style that continues to guide his culinary work today. Upon moving to Idaho in 2007, he became the chef at Pamela's Bakery in Eagle, working with Pastry Chef extraordinaire Pamela Hoevel. He went on to work at Chandlers Steakhouse with Chef Luis and is now the Kitchen Manager at the new Ling & Louie's in Meridian. Patrick's huge passion for food is defined by his culinary motto: "Local, local, local, fresh, fresh, fresh." He also teaches both public and private cooking classes and has appeared on the Food Network.



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Ling & Louie's Asian Bar and Grill: Our Story

Louie was a promising young baseball pitcher from Toledo, Ohio. He enjoyed the comforts of Mom's meatloaf and Kung Fu movies. Louie was 11 when he and his family hosted Hao – a fierce shortstop from China. Louie and Hao became fast friends. However, little attention was afforded to Hao's whiny cousin, a rising table tennis phenom from Shanghai. Her name was Ling.

Louie and Hao kept in touch by mail, which led to a college graduation trip to China.

Louie arrived in Shanghai for a summer of exotic food adventures and baseball games. One night, Hao invited Louie to his family home for dinner. Behind the wok was a lovely sight that took his breath away. Ling was now a stunning beauty and an accomplished chef. Ling's cuisine sealed Louie's heart that night.

Louie decided to extend his trip, and found work as a busboy and bartender at Ling's family restaurant. The path to Ling's heart was a little less direct. Louie's one-liners and big smiles were no match for this stubborn firecracker. It took three months, but Ling eventually found Louie to be pure of heart, and his intentions true. Like their hearts, Ling's cooking and Louie's bartending stirred in the same direction, counterclockwise to love.

The two married and honeymooned in style – traveling several years throughout Asia.

They arrived in California and began a road trip to Toledo, Ohio. While lunching in Scottsdale, Arizona, the April weather proved to be too attractive, so the couple started looking for a restaurant of their own. Considering Ling's flair for food and Louie's magic behind the bar, it was destiny to find a place where modern Asian meets American comfort: Ling & Louie's Asian Bar and Grill.



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Meridian Welcomes Modern Asian Cuisine with a Contemporary American Twist

Leave the Boring at Home and Come Join the Fun at Ling & Louie's Asian Bar and Grill

As the staff will quickly tell you, "Ling & Louie's is not for boring people," and they're right. Just two steps inside the door and you'll quickly see why. Meridian's new restaurant offers a fun, approachable dining experience—one where modern Asian food meets American comfort. Perfect for family, friends, lunch or a nice, affordable dinner out, Ling & Louie's Bar and Grill brings fun variety to the Treasure Valley.

The excitement starts as soon as one enters the hopping restaurant. Designed with the traditions of Asia in mind, Ling & Louie's features bright colors complemented with dark wood and Asian murals and accents. Visitors can enjoy flat-screen TVs above the bar or settle into one of the many booths or tables in the expansive floor plan. The Ling & Louie's experience is always looking to sake bomb your senses with vibrant colors, classic rock and a fun staff.

Once inside, visitors are presented with a variety of enticing choices. Want to start with a drink? Try the legendary Frozen Thai Mai—a four-rum twist on the original Mai Tai. Or stick with the extensive beer, wine and sake menus, all complete with a range of quality domestic and imported selections.

The fun really ramps up when you dive into the delectable menu. Although the plate-licking dishes receive the praise, it's worth mentioning that Ling & Louie's puts emphasis on fresh ingredients and made-to-order meals. The chefs and kitchen staff have adopted the ancient Chinese practice of letting the magic happen in the wok. Authentic spices and fresh ingredients are melded together in a 600-degree traditional Asian pan, enticing amazing flavors and extraordinary tastes.

Start with some Mongolian Flatbread before mixing it up with some Ling's Meatloaf. At this point, you're sure to be feeling the Ling & Louie's signature vibe, and your taste buds are only ready for more. Choose from a wide and unique assortment of beef, seafood, chicken, and rice and noodle dishes, all guaranteed to perform kung fu on your taste buds.

For the younger diners in your party, the restaurant offers a kids menu, with each entrée delivered in its own Asian-style bento box with separate compartments for the main dish, jasmine rice, fresh fruit and a sweet treat. The bento box offers a memorable addition to the lively atmosphere, sure to help keep kids tuned in to the dining experience.

In addition to the many things that set the menu apart, Ling & Louie's provides an entire gluten-free menu. Dishes such as Evil Jungle Princess and Black Orchid Ahi tantalize taste buds, while simultaneously giving guests flavorful and healthy options.

It's this attention-to-every-detail approach that truly sets Ling & Louie's apart in food and fun, and is sure to establish the eatery as a fast Treasure Valley favorite. From its storied history to the exciting and fiery food combinations to the open and welcoming ambiance, it truly lives up to its reputation as "thrilling, filling, minimal billing." Just like their mutual love of festive cuisine and down-home comfort won each others' hearts so many years ago, Ling & Louie's is sure to win yours.



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Asian Fusion Restaurant Ling & Louie's Finds Home in Meridian Portico Building Eatery Becomes First in Idaho to Meet Green Globes® Standards

Meridian's growth in popularity seems to be slowed by very little these days. The up-and-coming community has quickly made its mark on the map as a family-oriented, forward-thinking, multiuse town in the much-sought-after Treasure Valley. Proud locals and entrepreneurs can now add "sustainable development" to Meridian's conscious town planning list with the unveiling of Ling & Louie's Asian Bar and Grill, conveniently located near St. Luke's Meridian Medical Center just off I-84.

The design of this single-story, 6,843-square-foot restaurant, located in The Portico at Meridian (a Gardner Ahlquist development) is a collaboration between CSHQA's architects and engineers of Boise, Jeff Blazarini of Studio 32 and well-known restaurateur Rex Chandler. The restaurant is the first in Idaho to meet Green Globes® certification—a leading green building rating system. According to the Green Building Initiative—the parent organization for Green Globes® in the United States—"the Green Globes® is a revolutionary green building guidance and assessment program that offers an effective, practical and affordable way to advance the overall environmental performance and sustainability of commercial buildings."

The system incorporates comprehensive environmental assessment protocol and provides guidance to contractors and builders in their efforts to achieve best practices in green construction and operations. Such attention to design detail has been a part of Ling & Louie's arrival at The Portico and Meridian from the beginning. The restaurant is a product of seasoned Scottsdale, Arizona, restaurateur, Randy Schoch, and Rex Chandler. Together, the men decided upon Meridian to open the fifth installment of this favorite Arizona-based model—and the first in Idaho—for many reasons, one of which was the prime location of The Portico and the opportunity to work with the design and development teams to build to Green Globes® standards.

Says Chandler, "The initial connection came through Randy's relationship with the developer. A huge fan of the restaurant [in Salt Lake], he approached Randy about opening one here." The two men began planning Ling & Louie's expansion to Idaho, a decision fueled by Meridian's growing community. Continues Chandler, "In adding Ling & Louie's to Meridian, we wanted to simultaneously ensure we were doing our best to develop the restaurant sustainably and responsibly. The reason we believe Meridian—and this location in particular—is such a great location is its close proximity to the medical facilities and intended community growth in the near future. We've positioned a well-loved, consciously designed restaurant concept at the corner of the second-busiest intersection in the state."

Ling & Louie's is sure to become immediately popular with both the Meridian and St. Luke's crowds, offering a welcome, healthy and unique dining option in the area. The restaurant pairs modern Asian cuisine with traditional American comfort—a marriage of flavors that has quickly taken hold in its other markets, including Scottsdale and Chandler, Arizona, two locations in Denver and a new location in Anchorage, Alaska.

With The Portico well established in a much-loved area of the Treasure Valley, it is sure to become a Meridian hub in no time. Add to this the fun and festive dining of Ling & Louie's Asian Bar and Grill and one finds in this Green Globes® gem a new community epicenter.



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Acclaimed Restaurant Entrepreneurs Bring Ling & Louie's Asian Bar and Grill to Meridian New Franchise Well Positioned to Join Long List of Successes

If you've ever been to Chandlers Steakhouse in Boise or Sun Valley, you're immediately immersed in the dedication of one of the Northwest's most acclaimed restaurateurs: Rex Chandler. Chandler has made his way to the top of the restaurant business by way of a multitude of successes that began more than 30 years ago in Honolulu, Hawaii.

In those early days in Honolulu when he was establishing his skills as a restaurant manager, he came across Randy Schoch, a young and eager busboy at the time. The two remained friends and close business confidants for the three decades that followed. Chandler went on to open a series of restaurants that culminated with Chandlers Steakhouse, while Schoch proved his worth in the restaurant and food service industry many times over with a variety of successful restaurant openings and franchises. As both men will tell you, their recipe for success has been blending an entrepreneurial spirit with a love for food.

Recently, the two once again joined forces to bring the Treasure Valley its newest choice in fun family dining: Ling & Louie's Asian Bar and Grill, located in The Portico building near the St. Luke's Medical Center in Meridian. Ling & Louie's offers a unique twist, combining modern Asian cuisine with traditional American comfort. The menu is invitingly eclectic, featuring beef, fish, poultry, and rice and noodle options, all with a hint of American comfort food charm. The atmosphere is upbeat, vibrant and welcoming with brightly colored walls, dark wood, flat-screen TVs and a dedicated and fun-loving staff.

As the two men will tell you, it's a winning combination. Schoch opened the first Ling & Louie's in Denver in 2006 and has since helmed the franchising of five more—one each in Scottsdale and Chandler, Arizona, another in Denver, Colorado, and a new location in Anchorage, Alaska, in addition to Meridian. Chandler and Schoch's combined vision included over a year of planning, the relocation of key staff, including veteran Operations Manager Andy Fotis, to Meridian and securing the perfect location, but both are confident Ling & Louie's will be an instant hit in its new arena.

Speaking to this foreseen success, Chandler says, "Everyone else brings the same tool to the fight, but we're offering a different approach and therefore a different, more inviting dining culture. The style of the restaurant is American in its hospitality, layout and cool, hip atmosphere, and the food is fresh, healthy and rich with Asian tradition."

It's yet another endeavor that is sure to help cement Schoch and Chandler as leaders in the restaurant and franchise industries, all the while building upon a 30-year friendship. In their latest venture of Ling & Louie's, Schoch and Chandler know one truth to be more important than any other in the biz. Continues Chandler, "We've created a dining experience that will keep people coming back." With a winning mix in both flavor and strategy, he's sure to be right.