



GEORGETTE FARKAS
FOUNDER - GENERAL MANAGER

GEORGETTE FARKAS is the founder and General Manager of Rotisserie Georgette, the new restaurant opening in Fall 2013. She created the restaurant lured by the time honored traditions of rotisserie cooking and its ability to produce roasts that are inherently simple and sensual at the same time. At the restaurant her love of those succulent roasts sets the tone for a menu of refined comfort food with a French accent. It is paired with her desire for caring service and the pleasure of her customers. The setting combines Georgette's own personal take on relaxed refinement and her striving for every restaurateur's dream - creating wonderful memories around enjoying meals together.

This native New Yorker who's enjoyed an international career is a restaurant professional with over 20 years in the field. She began in the kitchens of some of the world's great Chefs, working as a cook from age 16. Georgette gained hands-on culinary experience at Roger Vergé's Moulin de Mougins, Alain Ducasse's Louis XV in Monte Carlo and with Daniel Boulud while he was executive Chef at New York's Hotel Plaza Athénée. Georgette later returned to work for Daniel serving as his Public Relations and Marketing Director from 1995 to 2012. During her 17 year tenure she was one of a small group of executives who helped to extend Boulud's Dinex Group to 14 venues.

While entrepreneurial spirit is woven in to her DNA (her family is known for having created Alexander's department stores), Georgette learned her trade hands-on through the discipline of various operational positions at fine hotels and restaurants. After college, Georgette went on to attend the Ecole Hôtelière de Lausanne. Early on she trained in esteemed establishments including the Hotel Richmond in Geneva, Hotel de Crillon in Paris, even worked as a bartender at Blake's Hotel in London and with night club impresario Régine at the Hotel Marignan in Paris. Her first exposure to culinary communications came as assistant producer for Chef Pierre Franey's 26-episode PBS "Cooking in France" television series.

Today she is working to extend the lessons she's learned across the world of hospitality to delivering pleasure to her guests at Rôtisserie Georgette.

gfarkas@RotisserieG.com
(917) 749-9183

14 EAST 60TH STREET NEW YORK, NY 10022
www.RotisserieG.com