

**The Normandie Club Opens in Los Angeles' Koreatown**  
*Celebrated Team from L.A.'s Honeycut Debuts New Bar Program at the Historic Hotel Normandie*

**LOS ANGELES, CA, January 29, 2015** — 213 Hospitality – the acclaimed hospitality group from Cedd Moses and Eric Needleman – in partnership with Alex Day, Devon Tarby, and David Kaplan of Proprietors LLC, announce the launch of their most recent collaboration with the opening of **The Normandie Club**. Housed inside the landmark Hotel Normandie circa 1926 in the heart of Los Angeles' lively Koreatown, The Normandie Club debuts a unique drink program, showcasing both classic and updated cocktails complemented by their signature service philosophy.

213 Hospitality and Proprietors LLC introduce a cocktail bar for the neighborhood, welcoming the veritable cocktail enthusiast, as well as the traveling visitor. With a team of seasoned bar vets led by **Daniel Eun** (PDT, The Varnish, Honeycut), set against a backdrop of street-facing windows and a timeless Americana interior aesthetic, The Normandie Club marries the ethos of both New York City's refinement and Los Angeles' unhurried sensibility. Accessible exclusively from the street, the 70-person bar features an inspired selection of cocktail classics in addition to craft beer, cider, wine, and select spirits poured from wall optics.

"I've always been a big fan of Koreatown and find myself frequently eating and drinking around the neighborhood, trying new and interesting Korean BBQ and bibimbap spots," says 213 Hospitality CEO/Founder Cedd Moses. "It's such a beautiful and bizarre microcosm of Los Angeles that I've been waiting to explore and finally had the chance to. This is our third joint venture with Proprietors, who as a team are so brilliant and creative. They gel so well with our hospitality culture and operational experience."

Devon Tarby of Proprietors LLC states, "There is a level of formality that often exists within a bar that offers excellent service and impeccable cocktail execution. With The Normandie Club, our goal is to provide that same experience in a more casual, relaxed environment. As much attention as we give to the cocktail program – and there certainly has been quite a bit of attention paid – hospitality is our number one priority. 213 has always led by incredible example in this area, and we are continually inspired by their unwavering commitment to taking care of their guests."

The Normandie Club's menu is defined by seven categories of classic cocktail canons, including the Spritz, Sour, Collins, Bloody Mary, Martini, Old-Fashioned, and the Manhattan, with prices ranging from \$12-\$14 per cocktail. The menu offerings are modified on rotation, though acknowledge the seven categories as the base for all classics in their intrinsic form. The Normandie Club is also equipped with two cocktail draft lines and the prized Seltzer system from their Downtown LA venture Honeycut.

The Normandie Club is located at 3612 West 6<sup>th</sup> Street, Los Angeles, CA 90020. The Normandie Club is open 7 days a week, from 5 PM to 2 AM.

For more information, call (213) 263-2709 or visit [www.normandieclub.com](http://www.normandieclub.com) and connect on Twitter @NormandieClubLA and Instagram @TheNormandieClub.

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### **About 213 Hospitality, Inc.**

The acclaimed Los Angeles-based hospitality group, helmed by celebrated innovator Cedd Moses, has both established and elevated craft cocktail culture through its diverse collection of over fifteen bar and restaurant venues. Under Moses' deft touch, 213 Hospitality has expanded beyond Los Angeles to key markets in California, Texas, and New York with more in the pipeline, bringing the group's acclaimed drink program and service philosophy to each brand extension while still reflecting the unique style and culture of their respective cities. 213 was the first hospitality developer to stake a claim in Downtown Los Angeles' historically significant buildings, transforming the neighborhood into a cultural destination and contributing to the bustling real estate renaissance that has reinvented modern LA living. Each bar, set in reclaimed architectural gems, showcases distinct and dedicated spirit programs led by some of the country's luminary bartenders offering guests an authentic—and accessible—sense of place including [Seven Grand](#) Los Angeles & San Diego (@sevengrand); [Cole's French Dip & Red Car Bar](#) (@colesfrenchdip); [The Varnish](#) (@thevarnishbar); [Las Perlas](#) (@lasperlasla); [Golden Gopher & 8th Street Bottle Shop](#) (@goldengopherla); [Caña Rum Bar](#) (@canarumbarla); [Broadway Bar](#) (@broadwaybarla); [Tony's Saloon](#) (@tonyssaloon); and [Casey's Irish Pub](#) (@caseysirishbar) as well as [Penny Pound](#) (@pennypoundice), an artisanal ice purveyor. Currently in a dynamic period of growth, 213 Hospitality has recently expanded with the opening of [Pellicola Pizzeria](#) (@pellicoladtla), [Cole's French Dip LAX](#), [Half Step](#) (Austin, TX - @halfstepbar), and two projects in partnership with Proprietors LLC: [Honeycut](#) (Los Angeles - @honeycutla) and 213 Hospitality's first project in New York City, One-Fifty-One.

### **About Proprietors LLC**

Proprietors LLC is a hospitality operations and design company based in Los Angeles, CA and New York City. Created in 2007 as an extension of the company's first bar – the highly acclaimed Death & Company – Proprietors LLC has become an industry leader in bar ownership, hospitality design and logistics, beverage programming, and training. Proprietors currently owns and operates four properties aside from The Normandie Club: [Honeycut](#) (@honeycutla) in Los Angeles, and [Death & Co](#) (@deathandconyc), [Nitecap](#) (@nitecapnyc) and [151](#) (@151nyc) in New York City. Comprised of principles Alex Day, David Kaplan, and Devon Tarby, the company also consults on numerous beverage programs throughout the world. [www.proprietorsllc.com](http://www.proprietorsllc.com)

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