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CHARLESTOWNE HOTELS WELCOMES CELEBRITY CHEF TO NORTH CAROLINA INN

Parise's New American Bistro Opens At The Esmeralda In Chimney Rock

CHARLESTON, SC - Charlestowne Hotels, Inc. is pleased to announce that Celebrity Chef Michael Parise has opened [Parise's New American Bistro](#) at [The Esmeralda](#) in Chimney Rock near Lake Lure, NC. Parise's Los Angeles catering company, Cannoli Kings, was branded as LA's favorite Catering company and catered for many of Hollywood's top celebrities and high profile events such as The Emmys and Fox's Reality Remix Awards.

Known in some circles as "Wheels", Parise originally aspired to a career in comedy. He has appeared in over 15 movies and 70 TV shows, headlined in major comedy venue in LA and NY and began touring with close friend Andrew Dice Clay in 1990. He was recently a cast member Clay's VHI reality series "Dice Undisputed". Although he loves the stage and screen, Parise comes from a family of chefs and in 2003 he started his acclaimed catering business, Cannoli Kings. Combining both his talents, performing and cooking, Parise is slated to be the star of a new reality show currently in production called "Dear Chef".

Parise says his "belief in good old fashion American values and dreams that this part of the country still holds and the quality of life" are what brought him to Western North Carolina. "The natural resources here are so abundant and will be embraced on Parise's New American Bistro's menu. And I want my daughter to grow up in an environment that I grew up in in North Central FL, where people actually answered the phone and got it done for you."

"We are excited to have Parise's become a part of the unique Esmeralda Inn experience. We know that the Bistro will be a favorite of diners from around the region, as well as the guests of the Inn," stated Michael Tall, Senior Vice President of Charlestowne Hotels.

Parise's New American Bistro will be featuring traditional American comfort foods with a twist, complimentary wine pairings. The bistro is focused on a local, "farm to table" concept including vegetables from local farmers, meats from Hickory Nut Gap Farms - all grass fed with no antibiotics, hormones or additives - free range poultry and locally caught fresh fish. Chef Parise's vision is to keep people in the community working for each other. Parise's New American Bistro is the only restaurant in the Chimney Rock and Lake Lure area that adheres to this concept. This also means the menu will be changing often and always enticing your palate without breaking your bank.

Parise's New American Bistro has also partnered with Kosta Vlahakis of Kosta's Kitchen in Skyland NC., to serve breakfast and lunch seven days a week. Kosta is a veteran in the Asheville and Hendersonville restaurant business serving the people of Asheville for 28 years. Kosta will also be focusing on the concept of farm to table - all the eggs are free range and cage free and meats contain no antibiotics or hormones of any kind. Guests of the Esmeralda can enjoy a 20% discount on a full cooked to order breakfast at Parise's.

ABOUT [CHARLESTOWNE HOTELS, INC.](#)

Charlestowne Hotels, Inc. (formerly Charlestown Management Hotels) is a full-service hospitality management company offering innovative, yet proven, expertise in hotel development, operational controls, marketing and revenue management, and financial reporting. Founded in 1980 by Everett L. Smith Jr,

Charlestowne Hotels has become one of the most successful firms in the hospitality industry, and one of the largest hotel management companies on the Southeast coast.

The company currently works with 22 properties which include the Anchorage Inn, Andrew Pinckney Inn, Best Western King Charles Inn, Best Western Sweetgrass Inn, French Quarter Inn, The HarbourView Inn, Holiday Inn Express Charleston, Holiday Inn Express Mt. Pleasant(opening November 2009), North Charleston Inn, Shem Creek Inn, and the Sleep Inn – all of which are located in the Charleston, SC area – as well as The Palms Hotel on the Isle of Palms, SC, the Meridian Plaza - Myrtle Beach, SC, the Litchfield Inn – Pawleys Island, SC, the Hillwinds Inn, Ridgeway Inn and Village Inn - Blowing Rock, NC, The Esmeralda - Chimney Rock, NC, Rhett House Inn - Beaufort, SC and Hamilton Turner Inn and Planters Inn located in Savannah, GA.

Visit www.charlestownehotels.com for more information.

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