



FOR IMMEDIATE RELEASE

CONTACT: Barbara Buzzell
Leslie Phillips
The Buzzell Company
pr@buzzellco.com
214/219-9191

NEW WINE LIST PREMIERES AT TOM TOM NOODLE HOUSE

Worldwide Wine List Selected to Match Complex Flavors of Pan-Asian Menu “Half Price Wednesdays” Offer Guests Reason to Try

DALLAS – (May 3, 2004) -- Tom Tom Noodle House, the contemporary Pan Asian restaurant offering "street foods," grills, noodles and rice bowls, has introduced a new, worldwide wine list of both bottles and wines by the glass. Each wine has been carefully selected to match the intricate and oftentimes complex and delicious flavors of the Pan-Asian menu.

“I wanted a more interesting, eclectic mix of wines at an economically-appealing price for our guests. What works with a stir fry might not work with our signature Laksa dish so I chose a variety of wines to meet the demands of the menu,” said Russell Hayward, president of Triple R Group, owner of Tom Tom Noodle House. “Overall, the wines are a great value every day. However, ‘Half Price Wednesdays’ is a way for everyone to try new selections at an unbelievable price.”

The overall wine list has bottles ranging from \$25 to \$36 and reflects Australian-born Hayward’s knowledge of the wines, especially those from “down under.” Australian selections include Trevor Jones Virgin (\$33) and a Talomas Cabernet/Syrah (\$36). Many of the dishes found on the Tom Tom menu are indicative of the Asian food influence found throughout Australia.

“Half Price Wednesdays” is a weekly special with all bottles of wine priced at one half the listed price.

-more-

TOM TOM NOODLE HOUSE
West Village
3699 McKinney Ave. Dallas, TX. 75204
P 214.522.9866 F 214.522.1252

Individual glasses of wine are also international in variety and range from \$6 to \$8. They include a German Dr Pauly “Noble House” Riesling (\$6.50 glass) and an Italian Barrone Albergotti Super Tuscan (\$8 glass).

Tom Tom Noodle House (www.tomtomnoodlehouse.com) is a contemporary Pan-Asian restaurant – a modern New York noodle house that blends the distinctive flavors of the Pacific Rim and the Asian markets of Hong Kong, Malaysia, and Sydney, Australia. As in the “street foods”, grills, noodles and rice bowls menu, the theme of detailed simplicity is carried throughout the restaurant, from a rock garden in the front to the blond and citrus colors and clean lines of the interiors. Tom Tom is built with organic materials, such as wood, silk and other fabrics – a little bit of stone, a little bit of steel. At present, Tom Tom Noodle House in Dallas’ West Village offers dine-in, takeout or delivery. Owned by Triple R Group, plans include expansion of the concept within North Texas and across the United States.

#