



FOR IMMEDIATE RELEASE
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**SAMMY G'S TUSCAN GRILL AND TRILUSSA RISTORANTE ANNOUNCE NEW PARTNER;
MAKES EXCITING ADDITIONS IN TWO OF THE COACHELLA VALLEY'S FAVORITE RESTAURANTS**

Effective October 15, 2011, restaurateur Louie Feinstein has joined Larry Kramer and Sam Pace as partner/operator of Sammy G's Tuscan Grill in Palm Springs and Trilussa Ristorante in Cathedral City.

For 30+ years, Feinstein has been an active part time resident of Palm Springs, having opened Daily Grill restaurant as general manager in Palm Desert in 1993. Daily Grill restaurants are owned and operated by Grill Concepts, Inc. He furthered his career with Grill Concepts by being promoted to Senior VP of Operations and overseeing 20 Daily Grill and 7 The Grill on the Alley locations across the country. In June 2011, Feinstein retired from Grill Concepts to concentrate on developing a restaurant company in his beloved desert community and along with Kramer and Pace founded Desert Restaurant Group LLC.

Feinstein went right to work revamping menus of both brands and bringing in Palm Springs resident/food consultant Chef Dave Schy, who developed the new Sammy G's lunch menu being offered to the public starting November 29th. Along with the new menu, Sammy G's now boasts an expanded patio, seating 60, allowing more guests to enjoy dining al fresco in the heart of the downtown Palm Springs shopping area. The new lunch menu features offerings such as classic salads, sandwiches and burgers, with specialties such as a signature Coachella Valley Citrus Salad and Italian Burger. Literally something for everyone! The new lunch menu is served daily 11am – 4pm.

At Trilussa, Feinstein saw the need for a value-oriented menu geared towards those guests desiring to dine earlier in the evening and developed the new Sunset Menu: A three course menu consisting of soup or salad, a choice of four entrees, and a "just the right size" tiramisu dessert priced at a modest \$18.95. Entrees include an 8 oz NY Steak served with Mushroom Marsala Wine Sauce, and Sand Dabs served with wine and lemon sauce. The Sunset Menu is offered daily 4:30-6pm.

"Larry, Sam and I are very excited to be taking Sammy G's and Trilussa to the next level in desert dining," said Feinstein. "Throughout the upcoming Palm Springs season, we hope to continue to surprise and delight our guests with new menu offerings and new programs, such as a birthday club program and loyalty rewards program implemented over the next few months."

Sammy G's Tuscan Grill is located at 265 South Palm Canyon Drive, Palm Springs. Telephone: (760) 320-8041. Trilussa Ristorante is located at 68718 East Palm Canyon Drive, Cathedral City. Telephone: (760) 328-2229.
