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**HARD ROCK HOTEL SAN DIEGO TAPS JON EYER AS EXECUTIVE CHEF**  
***Industry Veteran Brings Two Decades of Culinary Leadership to San Diego's Premier***  
***Four-Diamond Property***

**SAN DIEGO (June 15, 2010)** - [Hard Rock Hotel San Diego](http://www.hardrockhotelsd.com) brings on veteran chef Jon Eyer to oversee the four-diamond property's world-class food and beverage operations. In his position as executive chef, Chef Eyer will direct menu development, operations, staffing, and training for the hotel's signature diner concept Maryjane's, 207 and Float bars, room service for the 420 guestrooms and suites. Chef Eyer will also oversee operation of the banquets and catering for the hotel's 40,000 square feet of meetings and event space.

"After conducting an exhaustive search, we are thrilled to welcome Chef Eyer as our new executive chef," said Matt Greene, general manager of Hard Rock Hotel San Diego. "Our goal is to provide guests with an unparalleled dining experience whether it's in their room, at one of our award-winning restaurants, or during their corporate meeting. Because we are located in such a strong meetings and conventions market and have established ourselves as a leading events property, we needed a chef who is an expert in this sector. Chef Eyer's experience, coupled with his impeccable reputation, makes him the perfect fit."

Chef Eyer brings two decades of experience honed while leading several of the country's most notable hotel and resort kitchens to Hard Rock Hotel San Diego. Most recently, he served as executive sous chef at Westin La Paloma Resort and Spa in Tucson, Ariz., where he oversaw the day-to-day operation of the resort's 45-member culinary department for hotel and banquet functions, including the preparation, ordering and execution of catering events for up to 2,000 people. During Chef Eyer's tenure, the venue ranked highest in the world among Westin properties in meeting planner satisfaction and received several of the industry's most coveted accolades.

Prior to his role at Westin La Paloma, Eyer served as sous chef at the elegant Westin Resort located on Hilton Head Island, S.C. where he oversaw culinary operations for four distinct venues on property including a four-star, fine-dining restaurant. Chef Eyer also played a leading role in concept development for the original Bubba Gump Shrimp Company restaurant created in conjunction with Paramount Pictures, and his impressive resume also includes culinary experience at the Hyatt Regency Monterey.

In addition to its reputation as one of Southern California's top destinations for leisure travel, Hard Rock Hotel San Diego has become a choice destination for companies and meeting planners because of its stylish accommodations, state-of-the-art technology, personalized service and premium culinary offerings. Since its opening in November 2007, the property has hosted numerous blue-chip companies including Cisco Systems, Microsoft and Ernst & Young, and was selected as the site for the American Society of Association Executives' annual conference. The property has been honored with several of the industry's most important awards including The San Diego Chapter of MPI's Strategic Partner of the Year; *Elite Meetings International's* Elite Rating; AAA's Four Diamond Award; Mobil's Four Star rating; *Meetings and Conventions' Gold Key Award* and *Smart Meetings' Platinum Choice Award*.

For more information on Hard Rock Hotel San Diego's award-winning meetings and conference facilities, please visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).

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### **About Hard Rock Hotel San Diego**

Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife, superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock 'n' roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, Float pool lounge and street-level 207 bar. Additional features include retro-chic diner Maryjane's, Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information, visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).

### **About Hard Rock International**

With a total of 159 venues in 52 countries, including 129 cafes and 12 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Tulsa, Pattaya, Bali, Macau and Penang. Additional hotel and casino projects have been announced in Singapore scheduled to open in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Hungary, Dubai and Abu Dhabi, scheduled to open in 2012. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit [www.hardrockhotels.com](http://www.hardrockhotels.com). For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).