



GLOBAL VISION^{#1}

THE INTERNATIONAL MAGAZINE FOR BUSINESS EXECUTIVES



MAYA HENRY

TEENAGE PHILANTROPIST IN ACTION

Spring 2016

**BOTEL
AMSTERDAM**
NEW AMSTERDAM DESIGN HOTEL

MICHEL ROUX JR.
LE GAVROCHE AT 25

MILES AHEAD
PORTRAYAL OF A GENIUS

...*FASHION TECHNOLOGY TRAVEL*
GOURMET GOLF GREATNESS...



GAME OF CROWNS: TAO GROUP VETERAN JOHN VILLA APPOINTED PRESIDENT OF PHILIPPE CHOW

The New York haute Chinese restaurant Philippe Chow announces the appointment of hospitality industry all-star John Villa to the new role of President, Philippe Brands to drive strategic brand development.

John Villa joins Philippe after an incredibly successful 10 year run at TAO Group, one of America's top grossing restaurant empires where he spearheaded the growth of Tao Group to the powerhouse that it is today with TAO Restaurant and TAO Downtown being two of the highest grossing restaurants in the United States.

In addition to his leadership as a Senior Executive and the Corporate Chef of the TAO Group, John Villa also brings extensive nightlife experience to his new role, having overseen the creation of the menus at Lavo, Bodega Negra, PHD Rooftop and Rickey Bar in addition to managing all operations at Lavo.

With their newly appointed President Philippe plans to enter a new era of expansion, both by growing the existing brand – building a nationally presence for Philippe Chow restaurants beyond their current locations in New York City and East Hampton. In addition, Villa will lead the national launch of a new brand, Philippe Noodle Shop, where diners will be able to enjoy signature classics such as its famous Chicken Satays on the go across the nation.

Philippe specializes in exquisitely prepared Beijing-Style Cuisine, made by Chef Philippe Chow himself, in family-style portions promoting a social atmosphere. In addition to the exclusive social setting, Philippe New York is known for being a celebrity magnet with nightly notable guests including Rhianna, Beyoncé, Drew Barrymore, Kylie Jenner, Kobe Bryant, Nathan Lane, Queen Latifah, Charlie Rose, Rick Ross and Sir Paul McCartney. In addition, Philippe is the most visited restaurant in NYC for athletes who are in town to play the New York Knicks, including the entire Golden State Warriors team who recently took over the restaurant.

The Philippe Brands and Restaurants were acquired in 2013 by Merchants Hospitality, led by Chief Executive Officer, Abraham Merchant. Investment firm, Merchants Hospitality is a well-capitalized Real Estate Investment Group with multiple holdings and investments in Hotels, Residential Buildings, and Office Towers throughout the United States and Caribbean in addition to owning 18 restaurants.

Merchants' deep investment portfolio and well capitalized fund creates a unique investment firm that enables it to invest equity for the development, ownership and management of real estate, restaurants and hotels.

ABOUT MERCHANTS HOSPITALITY, INC:

Merchants Hospitality, Inc. (MHI), founded in 1986, is a full service hospitality company with expertise in investment, development, ownership and management of real estate, restaurants and hotels. MHI's corporate

headquarters is located at 111 Broadway, New York, New York. Merchants Real Estate projects are focused on developing assets where value can be added in order to bring opportunistic type investment returns. MHI is actively looking to acquire additional properties including residential, hotels and commercial assets.

For More Information, Visit: www.merchantshospitality.com

