



MAJOR FOOD GROUP AND ROBIN HOOD FOUNDATION TEAM UP TO OFFER *MAJOR GOOD* - A RESTAURANT BENEFITTING NEW YORKERS IN NEED

New York City, October 24, 2018 — Major Food Group (the powerhouse restaurant group behind Carbone, The Grill, Dirty French, Sadelle’s and more) is once again teaming up with Robin Hood, New York City’s largest poverty fighting organization, to offer a bespoke, private dining concept for New Yorkers who love food AND making a difference.

Affectionately named MAJOR GOOD, this pop-up concept marks the evolution of one of the most impactful restaurants to open in the last decade. “Torrisi has been a living, breathing and evolving idea since its inception. We are incredibly excited about reinvigorating this special space with a food-for-good concept to benefit Robin Hood’s poverty-fighting programs. Torrasi was the birthplace of our company’s innovative approach to food and menu as well as our innovative approach to charity and the ways restaurants can give back. The space has been closed to the public for the last several years, but it never stopped playing an integral role in our company. We can’t wait to have people back in the restaurant again.” said MFG managing partner Rich Torrasi.

“MAJOR GOOD is the next step in our dynamic partnership with Robin Hood. We constantly work together to find ways to give back to New York in meaningful and creative ways through our restaurants and this is the most exciting yet.” said MFG Managing Partner, Jeff Zalaznick.

“Food has a way of bringing us together,” said Robin Hood CEO, Wes Moore. “With 1 in 5 New York City kids going to bed hungry, we need partners across industries and friends around kitchen tables talking about how we can help change the fate of children born into poverty. MAJOR GOOD allows this conversation to happen in a special way. We’re so grateful to have the full might of the MFG team in the poverty fight.”

For the first iteration of these dinners, the host has the option to consult with chef/owners Mario Carbone and Rich Torrasi to curate an original menu. The made-to-order meal is prepared live by Torrasi and/or Carbone (based on availability) for parties of 12 in one of New York’s most intimate private dining spaces. Major Food Group and Robin Hood will coordinate with diners to arrange every detail – from menus and invitations to music and place cards and everything in between.

The experience costs \$25,000 – 100% will go directly to Robin Hood’s food programs, thanks to MFG covering all costs. Robin Hood will deploy every cent to community partners operating soup kitchens and food pantries across the five boroughs, serving roughly 11 million meals to hungry New Yorkers annually. The dinners are tax-deductible, less \$150 per attendee, to reflect the value of goods and services received.

This is not the first time Robin Hood and MFG have partnered together in the fight against poverty. The two organizations first collaborated in 2015 to launch an effort to divert restaurant reservation cancellation fees to fight poverty, a successful promotion that still lives on today. In addition, they have worked on a variety of campaigns together including the Robin Hood Benefit, New



ROBIN HOOD

York City Marathon, pro bono dinners and events year-round, a holiday party donation program and more, raising over a quarter of a million for New Yorkers in poverty and rallying countless others to do the same.

Major Good will begin taking a limited number of reservations between October 29 and December 15, 2018. Reservations can be secured by contacting majorgood@robinhood.org / 212-844-3567.

ABOUT ROBIN HOOD | www.robinhood.org

Founded in 1988, Robin Hood finds, fuels, and creates the most impactful and scalable solutions lifting families out of poverty in New York City, with models that can work across the country. Robin Hood invests roughly \$120 million annually to provide legal services, housing, meals, workforce development training, education programs, and more to families in poverty in New York City. Robin Hood tracks every program with rigorous metrics.

ABOUT MAJOR FOOD GROUP | www.majorfood.com

Major Food Group (MFG) is a hospitality company founded and wholly-owned by Mario Carbone, Rich Torrisi, and Jeff Zalaznick. From a small, intimate restaurant located in Little Italy, MFG evolved into a hospitality powerhouse and one of the fastest growing hospitality companies in the United States within a span of 7 years, garnering national and international attention and accolades along the way for our unique style and culinary prowess.

MFG currently operates eighteen restaurants: Carbone (New York, Hong Kong, Las Vegas), ZZ's Clam Bar, Dirty French, Santina, Parm (Soho, Yankee Stadium, Upper West Side, Battery Park, Barclays Center) and Sadelle's. MFG also operates Lobby Bar at the Ludlow Hotel, and provides all food, beverage and event services for the Ludlow Hotel. Most recently, MFG opened THE GRILL, THE POOL, The Pool Lounge and The Lobster Club in The Seagram Building, completing an iconic restoration of the most historic landmark restaurant space in America.

“We seek to transcend traditional hospitality models by offering multi-dimensional, immersive experiences that are deeply-rooted in and inspired by relevant history and culture. Every aspect of each concept is meticulously designed and extensively researched, with the goal of transporting our guests upon arrival. The brands we create are more than brick and mortar establishments, they represent a way of life. We aim to operate in a way that is respectful of the past, exciting for the present, and sustainable for the future through the concepts that we create, the food and beverage that we present, and the overall experience we provide for our customers.”