

VERMILION

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INDIAN-LATIN FUSION RESTAURATEUR ROHINI DEY RELAUNCHES VERMILION IN NEW YORK & CHICAGO

~Culinary Entrepreneur Featured on CNBC's Reality Series CONSUMED~

New York, NY (June 23, 2015) — Rohini Dey, owner and culinary director of Indian-Latin fusion restaurant [Vermilion](#) has relaunched her New York City and Chicago locations, while under the glaring spotlight of a reality TV show. Her business-savvy landed the fearless entrepreneur a spot on CNBC's *CONSUMED*, a reality series that chronicles the highs and lows of a range of restaurants in the competitive culinary scene.

With a new culinary team, edgy menu and décor changes, Dey (pictured) is reinvigorating both locations with her trademark bold flavors, which are infused with her experience traveling the world and inventive twist on Indian-Latin cuisines.



Vermilion's menu celebrates the many vibrant elements of both Indian and Latin cuisines. It draws heavily from the tropical and geographical overlap of ingredients, herbs, and spices across India, Spain, and Latin America to offer diners a meal full of assertive flavors. *New York Daily News* food critic Michael Kammerer recently called his out-of-the-ordinary experience a “genre-busting pleasure,” making his dinner at Vermilion “one of his most memorable meals this year” and awarding Vermilion NYC with a 4 star review. *Latina* magazine said: “[Vermilion] delivers the perfect fusion of Indian and Latin flavors.”

“Being under the microscope of a reality TV show such as *CONSUMED* [on June 10, 17, 24] is nothing compared to the intensity of running a restaurant in New York,” said Dey. “After the successful opening reviews of Vermilion in Chicago, we were compelled to create a similar sensation in New York. I consider New York City the undisputed dining capital of the world as well as the toughest city to operate a restaurant in. This relaunch is about winning over the hearts of New Yorkers with our unique and memorable flavors.”

In a departure from the classic one-man show executive chef model of most restaurants, Vermilion's new culinary team has drawn upon their diverse background and global culinary pedigrees to contribute and collaborate across both cities to shape the new menu for both Vermilion Chicago and NYC. As Culinary Director leading her team, Dey brings her Indian heritage, her concept and extensive travels to over twelve Latin American countries to shape the creative vision. Co-Executive chef Anup Patwal brings experience at five star hotels from around the world, his over three years working at Vermilion, and his desire to enhance Indian fare with global twists. Sous chef Javier Alvarez brings his Nicaraguan upbringing and tenure in fine dining establishments across Chile to contribute Latin earthiness to Vermilion's fare. Consulting chef Aseema Mamaji, winner of Dey's all-India chef competition, also worked at Vermilion kitchens for six months to contribute her expertise to the core Indian section of Vermilion's menu, before returning to India.

Since entering the restaurant scene more than a decade ago, Dey has created quite a splash. Her business acumen as a PhD. and former economist with The World Bank and management consultant with McKinsey & Co. has made her an inspiration among female (and male) restaurateurs. Among her proudest achievements has been founding the [Women in Culinary Leadership Program](#) with the James Beard Foundation, to further encourage and mentor women in the industry. Dey is also a trustee on the board of the prestigious culinary organization. She has keynoted events for Women Chefs & Restaurateurs, Politico, McKinsey among other esteemed organizations and is passionate about promoting women.

Vermilion New York is located at 480 Lexington Avenue (corner of 46th Street) and is open for lunch from 11:30-2:30pm and for dinner 5-10pm, Monday-Friday, 5-11pm on Saturdays; and Vermilion Chicago is located 10 West Hubbard. For a CNBC clip of Rohini Dey, please go to: <http://bit.ly/1Rcs76O>. For more information, visit thevermilionrestaurant.com.

About Vermilion

Known for its bold and unique Indian-Latin cuisine, [Vermilion](#) (NYC & Chicago) is founded by former World Banker and McKinsey management consultant Rohini Dey, Ph.D. The melding at Vermilion is driven by Rohini's passion for culinary, her concept and travels. It is based on the deep historical cross-influences and geographical commonalities of the two regions, and an intellectually provocative evolution. Vermilion has been lauded for being both a woman-led entity and for its Indian-Latin cuisine by FT, Time, Gourmet, WSJ, Chicago Tribune, Chicago magazine, Bon Appetit, Esquire, USA Today, Travel & Leisure, Town & Country, New York Daily News, among others. Apart from the platform of both her restaurants, Rohini is active in educating and mentoring women by founding the James Beard Foundation's Women in Culinary Leadership Grant Program; her non-profit (MSEdG – Educate Girls Globally) to which all her writing proceeds are donated; as a senior donor of the American India Foundation; her active involvement with the International Women's Forum and The Chicago Network; and by contributing to the entrepreneurial programs of leading business schools (Kellogg, Chicago Booth, Columbia).