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**ACCLAIMED CHEF PHILIPPE HADDAD TAKES THE HELM
OF THE CULINARY EXPERIENCE AT THE REEFS, BERMUDA**

SOUTHAMPTON, Bermuda — [The Reefs](#), widely recognized as Bermuda's best hotel, announces the appointment and arrival of its new Director of Food and Beverage and Executive Chef Philippe Haddad. Haddad will lead The Reefs' culinary team, infusing his culinary expertise at the luxury resort's multiple dining venues as well as establishing an innovative in-room dining experience.

The recipient of numerous accolades for his unique concepts, Haddad brings more than 30 years of culinary mastery to The Reefs. Haddad's extensive background includes stints at St. James Club Resort in Antigua, L'Escoffier Restaurant of The Beverly Hilton Hotel, and the Abbey Restaurant and Nikolai's Roof in Atlanta. A chef by training and entrepreneur in spirit, Haddad headed up the kitchen in his namesake, Philippe's Bistro, also in Atlanta, for six years. Haddad's most recent accomplishment was leading the kitchen at Atlanta's highly regarded, Country Club of the South, where he established a culinary program winning praise from both members and media alike. Haddad has garnered a loyal following from his time spent in restaurants as well as at acclaimed food and wine events across the U.S.

Haddad began his culinary career in his native Belgium, where he trained with Master Chef Eddie Van Maele. After gaining valuable experience in Belgium, France and England, Haddad moved to the U.S. in 1983. Since that time, he has held leadership positions overseeing culinary teams coast to coast. In 2003 and 2004, Haddad had the supreme pleasure and opportunity to orchestrate two U.S. Presidential dinners in Atlanta for Former President Bill Clinton. A James Beard Award winner and member since 1999, he has also been recognized by Ferdinand Metz, President Emeritus of the Culinary Institute of America, as outstanding chef 2003–2004. Most recently, he has participated in food and wine events in Aspen, Sarasota and New York. In addition, Haddad has written food columns and teaches various cooking classes.

"Chef Haddad will take the already extraordinary dining experience at The Reefs to the next level with his culinary and resort expertise. His boundless energy and ingenuity will bring divine new dining initiatives to The Reefs," says Managing Director, Ben Tutt.

"Working with people to develop their skills is a complete thrill for me," says Haddad. "I have one crew that worked with me for 8 years and they are amazing. I very much look forward to my new challenge of advancing the culinary team at The Reefs and elevating the complete dining experience."

Haddad will integrate his international flair with culinary traditions in developing new menus for The Reef's three gourmet restaurants — Ocean Echo, Royston's and beachside Coconuts, which also offers dining on the beach. Haddad's responsibilities will include leading the culinary creations at the new Reefs Club, which opens in July.

The Reefs features its own secluded, pink sand beach, snorkeling and tennis, and is convenient to nearby world-class golf and diving. To plan a vacation at The Reefs, call toll-free (800) 742-2008 or visit www.TheReefs.com.

About The Reefs

One of Bermuda's finest resort properties, The Reefs has been welcoming guests since 1947 with the traditional hospitality for which the island has long been famous. Crowning a limestone cliff overlooking its own pink sand beach, The Reefs is located on the island's famous South Shore. With only 65 guest rooms and suites, this intimate resort consistently receives the highest accolades, including:

- 2009 *Condé Nast Traveler* Gold List of the "World's Best Places to Stay"
- 2008 *Travel + Leisure* Reader's Survey "World's Best in the Caribbean, Bermuda, and the Bahamas," Ranked # 3
- 2008 *Travel + Leisure* Reader's Survey "World's Best Service in the Caribbean, Bermuda and the Bahamas," Ranked #5
- Coconuts as "Best Place to Fall in Love," Ocean Echo as "Best Al Fresco Dining" and "Best Sunday Brunch," and La Serena as "Best Day Spa" by *The Bermudian*

This year, The Reefs is better than ever with three popular restaurants and the new La Serena Spa. Opening in July, the spa will feature eight treatment rooms surrounding an inspiring design scheme created by Vision Design of Dallas that incorporates water elements to encourage absolute relaxation.

The Reefs Club Vacation Rentals

A private residence club with 19 luxurious, fully-furnished two- and three-bedroom beachfront homes, The Reefs Club is offered for sale on an affordable fractional ownership basis. For a limited time until the residences are sold, these Club Suites are available on a one-time rental basis for a truly extraordinary Bermuda vacation.

Guests who are booked into a Club Suite will enjoy all the amenities and services afforded to Club owners. Club amenities include the owners' lounge, separate infinity-edge pool, fitness center and rooftop putting green with impressive views of the Atlantic. A concierge coordinates dinner reservations, La Serena Spa appointments, golf tee times and other island adventures.

For information on the advantages of becoming an Owner at The Reefs Club, call toll-free 1-866-399-9568 or visit www.ReefsClub.com.

To book a vacation at The Reefs or The Reefs Club, call toll-free (800) 742-2008 or visit www.TheReefs.com.