

FOR IMMEDIATE RELEASE

Cooper's Hawk Introduces "by Cooper's Hawk" Signature Brand

Premiering the Chef-in-Residence Series with Tom Colicchio at Esquire by Cooper's Hawk and Opening of Piccolo Buco by Cooper's Hawk

(CHICAGO, January 20, 2022) – Today, [Cooper's Hawk Winery & Restaurants](#) announced the addition of "**by Cooper's Hawk**" signature concepts to its portfolio, furthering its mission to develop a hospitality "ecosystem" with a lifestyle mindset that leverages a wine club community of more than 540,000 members. The "**by Cooper's Hawk**" signature will endorse two new restaurant concepts added to the Cooper's Hawk portfolio in 2022: *Esquire by Cooper's Hawk* and *Piccolo Buco by Cooper's Hawk*.

The "**by Cooper's Hawk**" brand extension will offer opportunities for wine club members and guests to experience the Cooper's Hawk ethos, which is rooted in creating community and celebrating life's moments over food and wine. Much like the Company's foundational concept of bringing the Napa lifestyle experience to local communities, the first two "**by Cooper's Hawk**" signature brands will offer culinary-forward experiences driven by a Chef-in-Residence series at Esquire and a contemporary Neapolitan pizza concept from Rome at Piccolo Buco. Wine club members will also have exclusive access to a suite of benefits including rewards, wine pick-up, and special tasting experiences.

What to expect in 2022:

Opening in late Spring 2022 in Chicago's Gold Coast, "**Esquire by Cooper's Hawk**" will launch a new culinary destination that is set to bring unique and distinctive food and wine experiences to Chicago. The highlight will be a Chef-In-Residence series kicked off by acclaimed Chef Tom Colicchio and will follow with Carla Hall in mid-summer. "**Esquire by Cooper's Hawk**" will feature a cast of notable chefs (many new to the Chicago dining scene), each of whom will present a quarterly menu that explores the long and celebrated relationship between food and wine. In addition, the restaurant will feature re-imagined versions of Cooper's Hawk favorites as well as menu pairings and happy-hour tastings from the venue's highly coveted 3,000+ bottle wine collection, curated by Emily Wines, Cooper's Hawk's Master Sommelier. The Esquire collection was selected by Wine Spectator for a "Best of Award of Excellence" in 2020 and 2021.

Slated to open in the first half of 2022 in Oakbrook, IL, the Company has partnered with Rome's famed Piccolo Buco to bring the best of Italy to the United States. "**Piccolo Buco by Cooper's Hawk**" will offer a unique style of Neapolitan pizza and classic Roman-style dishes using high-quality ingredients, many sourced from Italy. Cooper's Hawk worked in collaboration with Piccolo Buco owner, Luca Issa, in Rome to bring this unique pizza experience to wine club members and guests in Chicago.

"At Cooper's Hawk, we strive to deliver memorable, life-enriching, and curated experiences to our guests and members. Today's announcement represents the continuation of that mission", said Tim McEnery, Cooper's Hawk Founder & CEO. "Esquire's Chef-In-Residence series, with rotating chefs like Tom Colicchio, will help redefine the hospitality experience for our guests. The "by Cooper's Hawk" model is designed to provide both wine club members and guests access to exceptional wine and culinary experiences."

About Cooper's Hawk

Founded in 2005 by CEO Tim McEnery, Cooper's Hawk was built upon the belief that food and wine hold the power to forge lasting connections. The portfolio currently includes nearly 50 Cooper's Hawk Winery & Restaurant locations, one of the world's largest wine clubs with more than 540,000 members, and "**by Cooper's Hawk**" concepts that showcase a curated selection of specialized culinary and wine experiences. Cooper's Hawk wines have won over 600 awards and are the Official Wines of the Screen Actors Guild® Awards. (www.chwinery.com)

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