



THE PIERRE ANNOUNCES PARTNERSHIPS WITH RBI CAKES AND OVANDO FLORAL DESIGN

NEW YORK, NY (July 18, 2017) – Manhattan's **The Pierre, A Taj Hotel** has joined forces with beloved celebrity chef **Ron Ben-Israel** and renowned event designer **Ovando** to provide customized cakes and floral displays for weddings on property.

"RBI Cakes and Ovando are two of New York's finest, most sought after vendors," said Director of Catering Bill Spinner. "They are a perfect match for the legendary elegance and exceptional service that we've been offering brides and grooms for more than 80 years now."

Hailed by *The New York Times* as the Manolo Blahnik of wedding cakes, Ron Ben-Israel is chef-owner of RBI Cakes, one of the world's finest couture cake studios. In addition to receiving prestigious gold medals for his confectionery achievements, Ron was the sole host and judge of the hit *Food Network* show "Sweet Genius," and continued with three seasons of the channel's popular "Cake Wars." After establishing his flagship design studio and bakery in Manhattan nearly 20 years ago, he became the only guest master pastry chef-instructor at the International Culinary Center in New York City.

"Creating one-of-a-kind wedding cakes for The Pierre's esteemed clientele is an honor and a great pleasure for us," said Mr. Ben-Israel. "The property's grand interiors provide limitless design inspiration and the perfect surroundings for displaying our show-stopping delectable finales."

One of New York's premier floral design and event production companies, Ovando has won international acclaim for its work with prestigious clients including Donna Karan, Hermes, MoMA and Saks Fifth Avenue. The company is known for dynamic compositions and custom installations inspired by Founder & Creative Director Sandra de Ovando's travels throughout Europe and Asia. Ovando is the exclusive provider of floral displays for The Pierre's public spaces.

"We are thrilled to expand our partnership with The Pierre--one of New York's most iconic hotels," said Ms. de Ovando. "We have loved providing floral décor for the hotel's common spaces over the last year and look forward to creating extraordinary environments for couples celebrating their wedding at The Pierre."

Couples hosting their special day at The Pierre will have the opportunity to work closely with both Ovando and RBI Cakes to create elegant, completely customized florals and dessert designed to meet their exact wishes.

For more information about weddings at The Pierre, please visit www.thepierreny.com/events/weddings/ or call 212- 940-8111.

About The Pierre, A Taj Hotel

A New York icon, The Pierre, A Taj Hotel continues to set the standard for timeless elegance and unrivaled hospitality in New York City. Situated on Central Park, The Pierre remains an Upper East Side landmark treasured by visitors and New Yorkers alike since opening in 1930. The hotel's 189 rooms, 49 of which are suites, offer classic design with couture touches, abundant natural light, and high ceilings. First-rate amenities include white-gloved elevator attendants, a Les Clefs d'Or Concierge team, and a complimentary Jaguar house car. Exquisite entertaining is synonymous with The Pierre, and its opulent Grand Ballroom, Cotillion Room, and Rotunda continue to host New York's most unforgettable events, while chic, multi-functional meeting rooms welcome private gatherings, from intimate dinners to annual galas. The Pierre's robust food and beverage program boasts 24-hour gourmet room service, Afternoon Tea service and cocktail program at the Two E Bar/Lounge, seasonal fare with outdoor seating at the new signature restaurant, Perrine, and indulgent cuisine in the whimsical Rotunda. Follow The Pierre on Instagram, Facebook, & Twitter @thepierreny. <http://www.thepierreny.com>

About RBI Cakes

RBI Cakes has been creating couture cake designs for nearly 20 years. Together with his accomplished team, Ron Ben-Israel has made trendsetting specialty cakes that have been hand delivered to destinations throughout the continental U.S. and abroad. His specialty and wedding creations are consistently featured in national periodicals, including *Martha Stewart Weddings*, *Brides Magazine* and *New York Magazine* and are also prominently highlighted in books, such as Vera Wang on "*Weddings. Curtain up!*" Ron is a popular teacher and a lecturer for cake techniques and design as well as the wedding and special events' industry. <http://www.weddingcakes.com/>

About Ovando

Celebrated for the ability to transform events from the ordinary to extraordinary, Ovando is a creative studio that combines the sensibilities of the visual art with the multi-media disciplines of event decor, floral, visual merchandising and stage craft. A favorite of New York's elite, including celebrities, high-end restaurants, fashion houses and luxury hotels, Ovando has been recognized internationally for its breathtaking displays and environments. The company has boutiques in the West Village and on Manhattan's Upper East Side. <http://ovandony.com/>

