

3/26/2009

### **Chef behind Myong Private Label Gourmet Joins APOGEE to Open Cafes**

**White Plains, New York – (March 26, 2009)** – Many Westchester residents are familiar with Myong Feiner's signature style of Pan-Asian healthful cooking from her successful Mount Kisco, NY, store – Myong Private Label Gourmet. Apogee Life Style, LLC is pleased to announce that Myong (as she prefers to be called) and APOGEE are broadening her concept and bringing her delicious menu to more Westchester locations. Myong's healthy and natural foods are now available to area residents at the APOGEE Café by Myong located at the new APOGEE Pilates & Wellness Center at 140 Mamaroneck Avenue in White Plains.

The APOGEE Café by Myong is now open to nonmembers and members alike for breakfast, lunch and dinner. The hours of operation are Monday through Friday from 7am – 8pm and Saturday and Sunday from 8am – 4pm. Through her high standards of cooking with only the freshest ingredients, Myong becomes the face of APOGEE foods personifying the connection between healthy, delicious food and a lifestyle of total wellness for the brand. The APOGEE Café by Myong in White Plains is just the beginning, with plans to open cafes in future APOGEE locations. The next APOGEE Center is scheduled to open in Bedford Hills, NY, this May.

Serving a selection of Myong's favorite recipes and nutritious signature treats, the APOGEE Café by Myong has developed a menu where East meets West and healthy meets delicious. Menu items include beautifully prepared natural and organic food and beverage choices such as fresh fruit smoothies, bok choy salads, gourmet wraps, protein muffins, glute- free cookies, tea and organic and fair trade coffees and much more.

Born and raised in a small village in Korea, Myong came to the U.S. at age 16. Her passion for food and cooking began at an early age through family-style cooking around a central fire that also doubled as home heating during cold winters. Myong's diverse culinary background includes studying under Chef Don Luginbuhl, a Culinary Institute of America graduate. With a background in both Pan-Asian and traditional European cooking and a passion for the finest raw ingredients and best cooking equipment, Myong has developed a style of "new world cuisine" and a menu of signature dishes and sauces. Her Asian Citrus Dressing, for example, loaded with vitamins and high in nutritional value, is a refreshing medley of blended spices and complementary flavors. And -- it is distinctly Myong.

Myong always enjoyed cooking for family and friends in her hometown, Cross River, and surrounding towns, and became more serious when she offered cooking classes to friends and neighbors. This led to her first entrepreneurial venture opening Myong Private Label Gourmet three years ago in Mount Kisco. The store met with outstanding success as the demand for healthful food choices grew. The founders of Apogee Life Style became familiar with her concept resulting in the partnership between Myong Private Label Gourmet and APOGEE Pilates & Wellness Centers.

When asked what makes her kitchen unique, Myong explains, "Everything starts with water. Our baking, our coffee, our ice, soups... everything. The quality of the water used and its filtration is critical." Myong continues, "My smoothies, for example, are made with all-natural real fruit purées mixed with nonfat organic yogurt and purified ice and blended until they are silky smooth. They are truly gourmet and full of nutritional value." Her vegetables, as well, of the highest quality, are delivered fresh daily and personally selected by Myong. One hundred percent of her fresh-baked goods are made from organic spelt flour. Rice flour enables Myong to create amazingly delicious gluten-free muffins. High protein energy bars and Myong's energy biscotti will also be available at all of the APOGEE Café by Myong locations.

Myong has inspired many area residents hesitant to indulge in greens to enjoy bok choy salads and her signature Asian coleslaw. Part of her secret to motivating customers to almost unknowingly improve their diets are her low-calorie dressings and sauces. These sauces have been carefully developed over the course of several years - - with input from her customers and Myong's intention to complement foods while offering both health value and rich taste. Myong explains, "My customers have informed my cooking and the ingredients that I use today. Years of feedback from the community and my customers' growing list of specific dietary needs have all contributed to my recipes in a truly 'organic' and collaborative process."

#### **About APOGEE Pilates & Wellness Centers:**

APOGEE Pilates & Wellness Centers are an entirely new concept in wellness transcending the traditional Pilates studio or gym. APOGEE offers an extraordinary environment for healthy living through integrative movement, nutrition and community programs. The flagship White Plains center features: state-of-the-art studios and equipment; innovative group exercise classes; private and semi-private Pilates instruction taught by specially trained instructors; a Wellness Concierge providing services such as nutritional counseling, massage and acupuncture; the APOGEE Café by Myong serving delicious and healthy offerings; and a convenient retail store and valet parking.

#### **About Apogee Life Style:**

Apogee Life Style, LLC is a fully integrated health and wellness company synonymous with healthy lifestyles, fitness, personal care and nutrition. Apogee Life Style wholly owns and operates APOGEE Pilates & Wellness Centers. A partnership between entrepreneurial founders A. Jon Prusmack, Stacy Ciaravella and Irv Cohen, Apogee Life Style is a company made up of people who share an integrative approach to wellness and a commitment to innovative health and wellness programs in the communities in which they operate.