

## **Itriya Cafe, Spaghetti & Ssam to Open at Diamond Jamboree Shopping Center**

*Fast-fine dining offers fresh pasta served with an array of sauces featuring traditional flavors to Asian-inspired toppings*

September 27, 2011 (FPRC) -- Gordon Restaurant Group and Diamond Jamboree are pleased to announce the grand opening of Itriya Cafe, Spaghetti & Ssam at the popular shopping center that has become Orange County's international dining destination. The new concept restaurant is slated to open to the public on Wednesday, September 28, 2011, at 11:00 a.m.

"We are extremely pleased that Itriya is opening at Diamond Jamboree," said Dr. Alethea Hsu, president, Diamond Development Group, which owns and operates the shopping center. "The new restaurant occupies a prominent space in our center and its concept of comfort foods with global culinary influences will draw diverse communities seeking new flavors and familiar favorites."

Itriya Cafe occupies nearly 2,700 square feet of space in a standalone restaurant pad in the shopping center, on the corner of Alton Parkway and Jamboree Road. The restaurant's interior is features a sleek, modern, yet welcoming design.

"I could not have asked for a better location than Diamond Jamboree for our flagship restaurant," said Howard Gordon, CEO of Gordon Restaurant Group. "Itriya Cafe will offer multicultural comfort food in a relaxed atmosphere for the Irvine and surrounding communities."

A focal point of the restaurant's exhibition-style kitchen is Gordon's industry patented pasta cooker, which is capable of preparing hundreds of servings of pasta an hour, cooked always in fresh water. As an innovator in the restaurant industry, Gordon helped develop Paradise Tropical Tea, and eventually went to work as an executive for The Cheesecake Factory restaurants. Itriya Café, a bold combination of traditional pasta with everything from classic Italian, Cajun, American and even Korean inspired sauces, defies categorization — but invites guests to come and enjoy the Spaghetti Revolution®!

### About Itriya Cafe, Spaghetti & Ssam

ITRIYA Cafe, Spaghetti & Ssam is the 21st Century's bold answer to classic spaghetti or noodle restaurants. Acclaimed restaurateur Howard Gordon, of Cheesecake Factory fame, along with fiancée and renowned fashion designer Jenny Lee, combine food and fashion ushering in a fresh new twist on a popular comfort food that appeals to every ethnicity and any age group. This lifestyle casual dining concept will serve multicultural comfort food in a relaxed and fun atmosphere for lunch, dinner and late night. Step into Itriya Cafe and be greeted by smiling faces, design, art, music and an open center island kitchen, which will entice your sense of sight, smell and taste with a menu of mouth-watering selections. Please visit [www.itriyacafe.com](http://www.itriyacafe.com) for more information.

### About Diamond Jamboree

Diamond Jamboree is a vibrant, bustling retail shopping center at the intersection of Jamboree Road and Alton Parkway in Irvine, CA. Featuring a variety of services and a multitude of dining choices ranging from casual to elegant, the center is representative of its diverse community. A unique southern California destination that brings together a variety of cuisines and international flavors —

Diamond Jamboree brings you the world. The center is easily accessible from the 5, 55 and 405 freeways. For more information, please visit [www.diamond-jamboree.com](http://www.diamond-jamboree.com).

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