





# *rise soufflé restaurants*

## **2019 Media Kit**

*Where the 18th-century soufflé has been transformed to feed not only  
our appetites but our souls.*



### **Contact Information**

Emails: [hgioiadowd@risesouffle.com](mailto:hgioiadowd@risesouffle.com)  
[olivia@risesouffle.com](mailto:olivia@risesouffle.com)

Website: [www.risesouffle.com](http://www.risesouffle.com)

Phone: 214.549.5604

## L'histoire – The Story of rise

It all started with a dream...

rise n°1 was born of the creative vision of Hedda Gioia Dowd, epicure, Francophile, and owner of Antique Harvest, a unique business that combs the chateaux, vineyards, and farmhouses of Southwest France for one-of-a-kind treasures.

The daughter of a French mother and an Italian American father, Dowd spent every summer since childhood in France, where she gained an appreciation of the country and the pleasures of cooking. Her mother and grandmother made savory and sweet soufflés all her life. Her memory of those meals are of a dining experience that riveted all of the senses. She always marveled that she never left the table feeling overfed; just satisfied and in awe of the technique that could make something as simple as an egg into something as magnificent, yet unfussy, as the soufflé.

Years ago, while reminiscing about the soufflés that her mother and grandmother made, followed by a salad and often a sweet soufflé for dessert, Dowd thought, “Why can’t we eat this way in Dallas?” The concept of rise n°1 was born.

The first person Dowd contacted about rise n°1 was longtime friend and esteemed executive chef Cherif Brahmi. Born in Lyon, the food capital of France, Brahmi’s even temper and passion for French cooking were the winning combination that Dowd was seeking. In him, Dowd found a creative, thoughtful business partner and the two went to work, creating a European bistro celebrating life’s simplest pleasures.

Dream becomes reality. The rest is history.

However, history is never quite so simple... We opened our doors on January 15, 2008. This, for me, has always been a “we” story, although if the truth be told, there were many more doubters than “believers” regarding the acceptance of soufflés in Texas! In the end, from the very youngest, to our dear friend the late Margaret McDermott, our guests come to dine from around the world to savor our marshmallow soup, as well as all our savory and sweet soufflés.

After seven years of perfecting and systematizing, we had to ask ourselves the logical question, “What is the next step; where do we go?” On July 15<sup>th</sup> 2016, rise n°2 opened in Houston, Texas, followed by the opening of rise n°3 in Fort Worth, Texas, on September 15<sup>th</sup> 2017. As for rise n°4? It’s on its way...

Merci a TOUS!

## The Soufflé

*"But mom, I don't want to be a chicken, I want to be a soufflé!"*



A fluffy baked dish made with egg yolks and beaten egg whites, the soufflé can be eaten as a savory main dish (ham and Gruyere, creamed spinach, goat cheese, smoked salmon, blue cheese, truffle-infused wild mushroom) or as a sweet dessert (chocolate, Grand Marnier, raspberry, bread-pudding, apricot). They're so delicious and light... We think you'll want both. And thanks to our cutting-edge ovens from France, made expressly for us, you won't have to wait around long to enjoy one. In the spirit of European dining, we encourage you to linger. However if you have a time constraint, don't fret... We can prepare your soufflé in the same amount of time it takes to cook a steak to medium. Bravo!

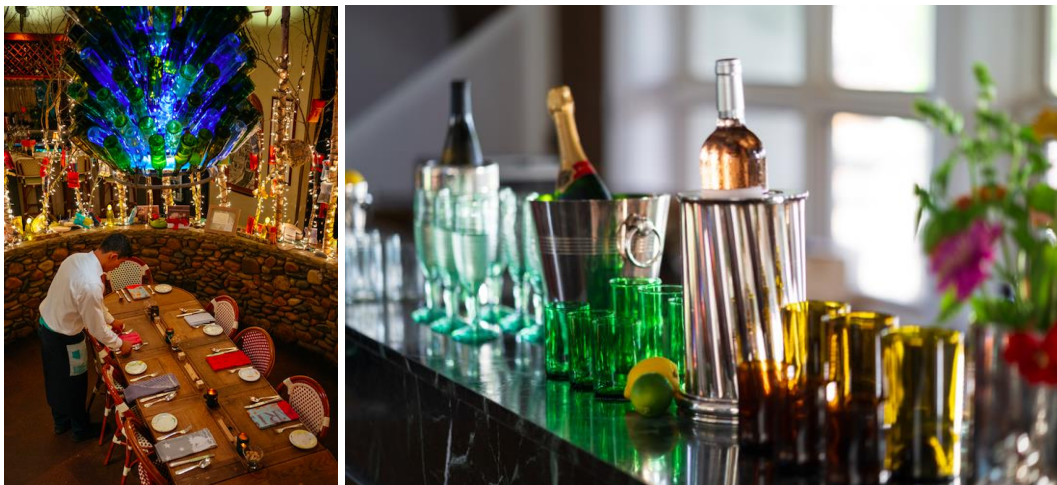
In addition to soufflés, rise also serves a Chariot de Fromage (the finest selection of local and artisanal cheeses from around the world), vin et champagne (flights of wine and bubbly from afar), and a classic French selection ranging from salad nicoise and steamed artichokes with sauce Andree to steak pomme de terre and brie & cornichon sandwiches. Enjoy an "assiette de fromage" and a glass of wine or bubbles on our climate-controlled patio. Curl up with a savory soufflé while reading a recycled French or American classic from our in-house library. Dip your spoon into a dessert soufflé and relish how sweet life can be. We hope rise becomes your "maison" away from home... Mais oui!

## Sustainability-Driven

Our founders & team at rise have made a collective commitment to support the *Slow Food Movement* and do what they believe helps the environment.

rise shows its commitment to “la terre” by:

- Always using the freshest ingredients, and organic when available.
- Employing local and regional vendors wherever possible.
- Growing herbs in an on-site herb garden at some locations.
- Utilizing renewable cork flooring in some locations.
- Using drinking glasses made from recycled wine bottles.
- Using plates made from recycled glass.
- Using torchons made from a 19<sup>th</sup> century loom for hand drying.
- Using European antique silver plate flatware.
- Converting an 18<sup>th</sup> century school desk into our private dining table.
- Enjoying a reupholstered recycled couch in our Dallas location.
- Offering recycled classics, poetry, and cookbooks in our library for diners.
- Dressing staff in custom-made aprons with our torchons.
- Installing European-style sinks for communal hand-washing.
- Using repurposed French torchons for hand-drying.
- Using American clay wall finish, free of paint and chemicals in our Dallas location.
- Using tankless water heaters.
- Fashioning all of the wainscoting out of recycled wood.
- Using recycled doors from old temples.
- Using reclaimed bead board and barn wood on walls & ceilings.
- Installing bookshelves made of compressed sawdust.



*Pictured: 18<sup>th</sup> century school desk converted into our private dining table, antique wine-drying rack used as a light fixture, drinking glasses made from recycled wine bottles.*

## Our Founders

### **hedda gioia dowd**

*Creative Founder & C.E.O.*



Epicure and francophile hedda gioia dowd is creative founder and visionary of all rise restaurants. The daughter of a French mother and an Italian-American father, she spent every summer since childhood in France. From her earliest recollection, food was always the focus at home.

hedda's mother and grandmother made savory and sweet soufflés all her life. Her memory of those meals are of a dining experience that riveted all of the senses; seeing the beauty of the puffy soufflé, smelling the aroma as she broke the layer of crust and dipped her oversized European spoon, and tasting the flavors of the ultimate comfort food. She always left the table feeling satisfied and in awe of the technique that could make a simple egg into magnificent, yet unfussy, soufflé.

hedda hopes that rise will be an inspiring experience for each person who walks through our doors.

### **Cherif Brahmi**

*Executive Chef & Co-Owner*



Cherif Brahmi is the executive chef and co-owner of rise restaurants. Classically trained in France, Brahmi apprenticed under some of the greatest French chefs of our time: the Troisgros brothers, Paul Bocuse, Alain Chapel, Pierre Laporte, Gilbert Drouelle and Jean LaFont to name a few. Since moving to America, he has spent time as chef de cuisine and executive chef in some top kitchens throughout the Dallas/Fort Worth area.

It was with great perseverance that Chef Brahmi's longtime friend, hedda gioia dowd, came knocking on the door after brainstorming a restaurant designed to immerse Dallas diners in one of the masterpieces of French cuisine – the soufflé.

Drawing from his love for French cooking and his European sensibility, Brahmi crafted a focused menu around the beloved soufflé. He is enthusiastic about bringing our concept to all our guests.

## rise Traditions

### Traditional Frog Hunt – Find Pierre & Michelle



*All children under the age of 12 at rise are encouraged to look and find Pierre & Michelle. The frogs are hidden by our hostesses for children, and once found, the child gets to keep his or her frog. Each child also receives a card for a free dessert soufflé upon their next visit. The idea behind this is to have fun, get to know the children, and start their frog collection... but most of all associate the memories of family and friends around a table of fresh focused food with individuals who are full of taking pride daily in what they do.*

### June – Frog Painting Contest



*In 2018 rise held its first-annual Frog Painting Contest. It was so well received that we have added it to our list of annual rise traditions! Guests may pick up their white frog at any rise location and paint it however they please. After collecting the frogs, rise narrows down the entries to their “Top 10” favorites based on creativity, and then allows guests to choose the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners by voting on social media. As you can see, our guests are very creative!*

## July 14<sup>th</sup> – Bastille Day Celebration



*Bastille Day is the national day of France, commemorating the storming of the Bastille on July 14<sup>th</sup> 1789 during the French Revolution, and honoring democracy and equality in France. Each year, rise goes above and beyond to celebrate this special French holiday! We serve our famous Cherry Clafoutis and have many French decorations and entertainment. Even our furry friends come to celebrate this holiday at rise! p.s. gifts are also given for the most creative family or furry friend!*

## August 15<sup>th</sup> – Julia Child’s Birthday *Our Own Culinary National Treasure*



*We celebrate Julia each year to show our appreciation for all she did and continues to do... On her 100<sup>th</sup> birthday in 2012, we felt the best way to honor her would be to create a “Julia Child” menu and offer the first 100 guest who dress “A la Julia or Paul,” their meal on us! It was such a well received and revered day that this tradition continues... p.s. gifts are also given for the most creative “Julia & Paul.”*

## December – Pictures with Santa



*Every year, rise brings in Santa & Mrs. Claus from the North Pole to take complimentary pictures with children and families. It has become a Christmas tradition for most of our guests. Reservations must be made ahead of time to secure a spot, as they fill up quickly. Pictures with Santa is such a fun event for everyone involved. Last year, Santa took pictures with his first hedgehog named Chuy [pictured above].*

## December 26<sup>th</sup> – rise Pajama Party



*Put on your most comfy Christmas jammies and join rise for an after-Christmas-day celebration full of hot cocoa, mimosas and warm soufflés! Our pajama party has become a yearly tradition for many of our families that attend. A guest once said, "It's my favorite Christmas memory with my family." p.s. gifts are also given for the guests with the best pajamas.*

## Press



### When Bush Got the Bin Laden Call (While Eating a Soufflé)

"I was eating soufflé at Rise Restaurant with Laura and two buddies," Bush said Wednesday at a conference of hedge fund managers in Las Vegas. "I excused myself and went home to take the call," he added. "Obama simply said 'Osama Bin Laden is dead.'"

### Also featured by...



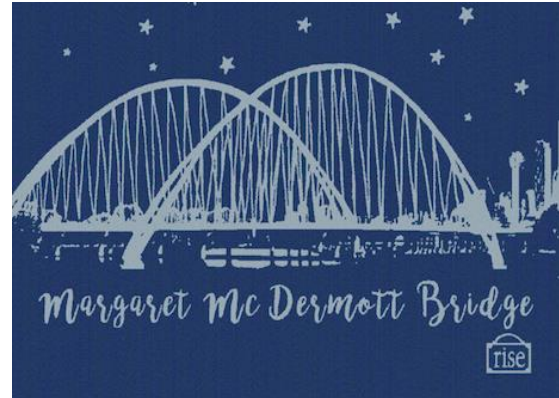
## Guests

rise has had the privilege of serving many notable guests including...

*George W. Bush &  
Laura Bush  
Ross Perot &  
Margot Perot  
T. Boone Pickens  
Condoleeza Rice*

*Chuck Norris &  
Gena Norris  
Linda Gray  
Troy Aikman  
Jason Garrett  
Catherine Lowe*

*John Quiñones  
Pat Green &  
Kori Green  
David McCullough  
& Rosalee  
Tibetan Monks*



*"The fondest memories are made when gathered around the table." -anonymous*

## Community Involvement

### Dallas – rise n°1



### Houston - rise n°2



### Fort Worth – rise n°3



## Customer Reviews



Reviewed by R6783ZHcatherinel  
Nov 17, 2018

---

### Amazing flavor and creative atmosphere



This is a must go to in Dallas! The soufflés are so light and fluffy while containing amazing amounts of flavor! I ordered the truffle the mushroom and my friend ordered the cauliflower and brie. We each shared half and were amazed at the richness and intense flavor without being overly filling. I left feeling pleasantly full but not stuffed! The bread was also perfect, with Fluffy soft interior and a hard crusty exterior. This restaurant was fantastic and the service was great!



Reviewed by Diego E  
Oct 3, 2018

---

### 5 star rated because 7 star is not available.



How to begin? Like a time machine, the entrance will take you down to the middle of the "campagne française".. the ambiance is almost too cosy and beautiful to be a restaurant... the perfect amount of everything to make you feel at ease in so many ways: the lights, the deco, their uniforms, how are the bathrooms so beautiful??? ... and then, the soufflés, oh my God , the soufflés .. the perfect consistency , the perfect moist , the perfect flavor ... then, and a little candle on a hanging pin if it's your birthday... almost just too french perfect ...



Reviewed by ibevildiva  
Feb 1, 2019

---

### Delightful Experience



The atmosphere was eclectic and extremely inviting. Everything from their stemware to the restrooms, to the table tops are conversation pieces. The souffles were so delicious! Had both main course AND dessert souffles. Service is warm and hospitable. Definitely RISES to the occasion!



Reviewed by mzerelle  
Dec 14, 2018

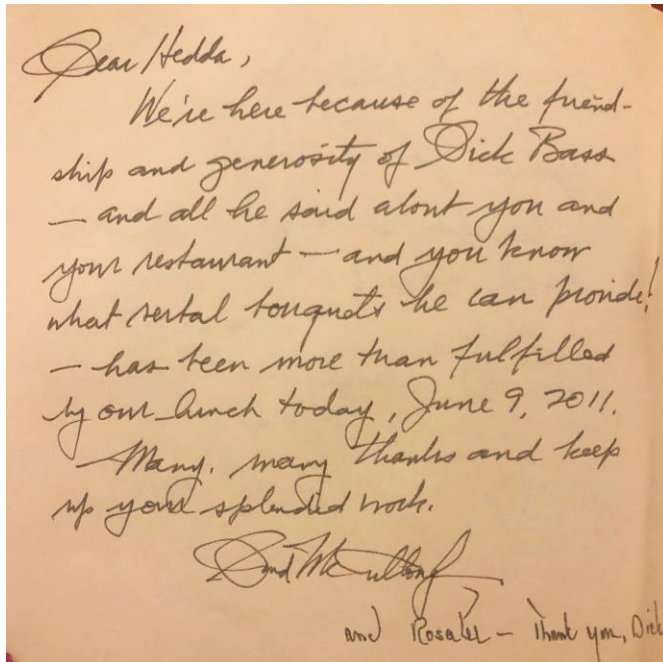
---

### Delicious and Fun!



The servers were very attentive and informative. We were a large party of 10-12, and most of us shared bites, and all of the food was very tasty, The atmosphere was French Casual, which made it comfortable and fun, and the concept carried through the entire establishment. (Even the bathroom was photo worthy.) Every where you looked, there was something interesting to look at. I enjoyed the entire experience!

## rise Guest Book



Dear Hedda,  
We're here because of the friendship and generosity of Dick Bass — and all he said about you and your restaurant — and you know what mental bouquets he can provide! — has been more than fulfilled by our lunch today, June 9, 2011.  
Many, many thanks and keep up your splendid work.  
David McCullough  
and Rosa — Thank you, Dick!

**Author David McCullough**  
**June 9<sup>th</sup> 2011**

### Letter Translation

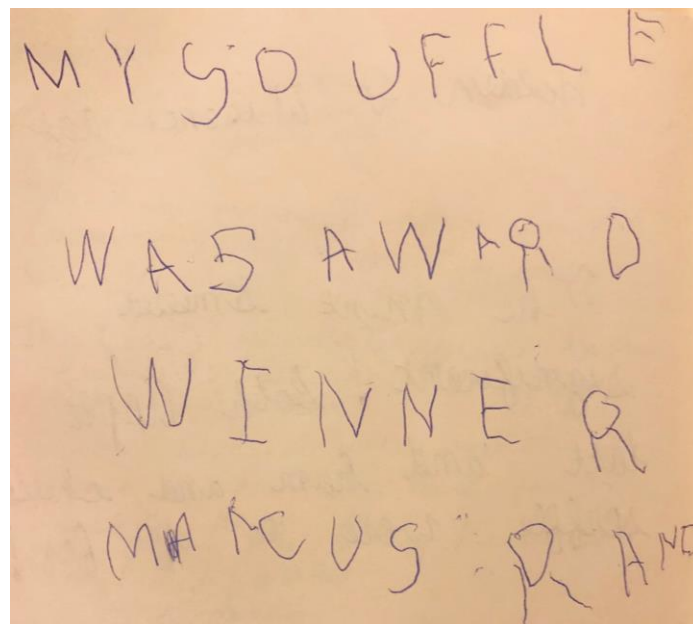
Dear Hedda,

We're here because of the friendship and generosity of Dick Bass — and all he said about you and your restaurant — and you know what mental bouquets he can provide! — have been more than fulfilled by our lunch today, June 9<sup>th</sup> 2011.

Many, many thanks and keep up your splendid book.

David McCullough

and Rosa — Thank you, Dick!



MY GOUFFLE  
WAS AWARD  
WINNER  
MARCUS RAND

**Marcus Rand (Age 5)**  
**June 6<sup>th</sup> 2011**

## Guest Curiosities

### **Q: What is a soufflé?**

A: Savory soufflés are made with a Mornay base which can be combined with a variety of savory foods including; Roasted Cauliflower & Brie, Jambon & Gruyere, and Creamy Mushroom & Roasted Garlic. Whipped egg whites are added to the base and the dish is then baked in the oven to create a fluffy, savory soufflé.

Sweet soufflés are made with a Patisserie base which can be combined with a variety of sweet flavors including; Chocolate, Raspberry Puree, Pistachio and Grand Marnier. We add whipped egg whites to each base and then bake them in our oven. Our sweet soufflés are served with either whipped cream, crème anglaise, and chocolate coulis!

### **Q: Do you have Gluten Free items on your menu?**

A: Yes, the following menu items are made without gluten:

- Marshmallow Soup (sans marshmallows)
- Artichoke Andrée
- rise salad
- Chariot de Fromages (sans croutons)
- Salad Niçoise
- Seared Ahi Tuna Steak
- Steak & Pomme de Terre

As for the soufflés, flour is a major part of the Mornay and pastry cream bases that we use to make them. Making a soufflé without the base can be done in some instances. We want you to enjoy your meal at rise, so do not hesitate in conferring with your server regarding your nutritional needs.

### **Q: May I bring my dog?**

A: Yes, all of our climate-controlled patios are dog-friendly!

### **Q: Is your restaurant children-friendly?**

A: Our restaurant is very children-friendly. In fact, we have a special game at rise for children called “find Pierre or Michelle” – the hostess will hide a frog in our restaurant, and if your child finds the frog, they will get to take it home and also receive a gift-certificate for a complimentary soufflé to use on their next visit.

### **Q: What is a torchon?**

A: Torchon is the French word for “tea towel.” Our torchons are used as napkins in our restaurants. We also make them into quilts, bibs, and pillows!

### **Q: Can I buy things I see in the restaurant?**

A: Everything in our restaurant is for sale except for items given to rise as gifts.

## Retail Items

### ***“the rise torchon”***



Price: \$21

*Our exclusive French collection of 100% cotton, over-sized rise Torchons (French for kitchen towels). We use them for napkins in the restaurant, at home, and on picnics to wrap our baguettes & vin.*

### ***“mommy & me” torchon apron***



Prices: \$100, \$50

*We love to know our moms and daughters are ready to cook together with our over-the-head, tie-back, single front pocket, 100% cotton apron. We import the fabric from France but they are made in Texas.*

## **rise tote bag**



Price: \$50

*Our answer to hold your farmer market purchases, exercise clothes, beach balls, or wet bathing suits. Our "rise" 100% cotton tote, fully lined with heavy durable, heavy gauge vinyl, with two long shoulder straps.*

## **frog placecard holder set**



Price: \$25

*Our custom rise frog placecard holder is made of brass with a lovely verdi-gris wash. We use them at rise on the Chariot de Fromage to inform our guests of the name and origin of each cheese. They also can be used for place card's when we have bridal and baby showers.*

### **16 oz all-purpose glassware**



Price: \$12 each

*All our glassware is made for us from recycled wine bottles. We offer several sizes to serve everything from water, wine, and champagne. It can also be used to hold your fresh flowers.*

### **6.2 oz all-purpose glassware**



Price: \$10 each

*The perfect size for white, red, or, bubbly Badoit. Always made from recycled bottles.*

### recycled champagne goblet



(rise n°1)



(rise n°2 & n°3)

Price: rise n°1 goblet - \$22, rise n°2 & n°3 goblet - \$16

*We are always ready for a toast! We use these custom recycled champagne goblets for all our occasions at rise. These are made just for us by taking a special wine bottle and separating it, twisting the base and Voila!*

### custom rise bread cutter & cheese board



Prices: bread cutter - \$150, cheese board - \$170

*We use these custom made bread cutters and cheese boards at rise for a great presentation and perfect serrated cut on our baguettes and cheese. We have these blades made for us in France and we make the boards on our farm in Texas. The wood is imported African Mahogany. These are virtually care free and will become an heirloom gift. Just wipe the blade with a linen, or lint free cloth and the wood with mineral oil as needed.*

## rise salt & pepper cellar



Price: \$30 each

*Every table at rise is adorned with our signature "rise" salt and pepper cellar. We could not keep up with the request of each guest who asked "May I buy one?" So here they are with two removable glass inserts and a forged iron spoon to remove your condiment of choice. All made of brass with vedris-gris finish.*

## liquid savon



Price: \$35 each

*Our guests loved washing their hands with these two fragrances so much we had to make them available. We package our "specially formulated" liquid savon in a bottle we feel Coco Chanel herself would love and add a handmade ceramic tile (colors on tile vary). Each fragrance comes with its own pump. The soaps are 100% natural with no additives. We offer two scents: Lavender and Lemon Verbena.*

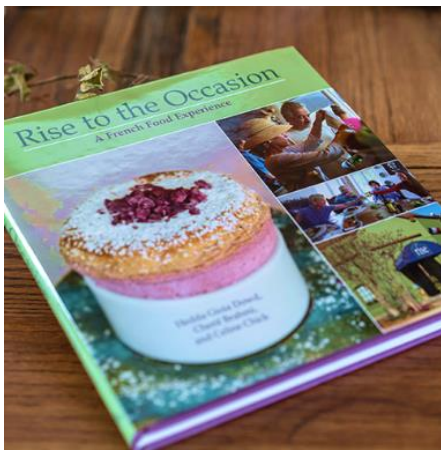
## the girolle



Price: \$125

*The Girolle, or cheese shaving device, is a must have on our rise chariot de fromage. Ask any guest who dines at rise. We offer a minimum of 12 different varieties of cheeses from the world over. We offer 5 different cheeses that can be used on this device, including the original Tete de Moine, or as seen in the photo, Bruscetta de Tartufo. The shaving device aerates the cheese to give it a delicate flavor and present beautiful fleurets. The wood is maple. To care for your Girolle, simply wipe off the metal blade after each use in warm soapy water and air dry. The board is handled in the same manner. Never put the Girolle in the dishwasher!*

## “rise to the occasion” book



Price: \$35

Recipes: 40

*Our first book, which includes many of our signature soufflés, soups, and wonderful family stories. Some exceptional chapters include how chefs entertain chefs and the art of setting the French table. A great book for brides or that hard to find hostess gift.*

## Social Media



**Instagram**  
**@risesouffle**



**Facebook**  
**[www.facebook.com/risesouffle](http://www.facebook.com/risesouffle)**



**Website**  
**[www.risesouffle.com](http://www.risesouffle.com)**

## Locations

**rise n°1**  
**5360 W Lovers Ln, #220**  
**Dallas, TX 75209**  
**214.366.9900**



**rise n°2**  
**1700 Post Oak Blvd #290**  
**Houston, TX 77056**  
**713.850.7473**



**rise n°3**  
**5135 Monahans Avenue**  
**Fort Worth, TX 76107**  
**817.737.7473**



## Contact Information

**hedda gioia dowd, Founder & Owner**  
**Email: [hgioiadowd@risesouffle.com](mailto:hgioiadowd@risesouffle.com)**  
**Phone: 214.549.5604**

**Olivia Twining, Marketing Director**  
**Email: [olivia@risesouffle.com](mailto:olivia@risesouffle.com)**  
**Phone: 214.536.3125**