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FOR IMMEDIATE RELEASE

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CHEF LUCIANO & GOURMET CHICKEN RESTAURANT CELEBRATING GRAND REOPENING WITH FIVE CENT CHICKEN

*Newly renovated South Loop restaurant offering its famous chicken for only 5 cents on
Sundays during November*

CHICAGO (Nov. 3, 2010) – Chef Luciano & Gourmet Chicken, known for its famous chicken and gourmet dishes and fresh off an extensive renovation of its historic building, is celebrating its grand reopening during November by selling its famous roast chicken for only 5 cents.

The restaurant, located at the corner of Cermak Road and Wabash Avenue, has been restored to its 1920s glory, when it housed Chicago's first White Castle restaurant in 1929 (please see <http://chefluciano.wordpress.com/> for pictures). To commemorate the building's heritage and celebrate the future of Chef Luciano & Gourmet Chicken, the restaurant is offering its roast chicken for only 5 cents on Sundays during November.

"White Castle used to sell their famous burgers for 5 cents in this building back in 1929," said Rocky Gupta, restaurant owner and manager. "So as we celebrate our Grand Reopening, we wanted to commemorate the building's history and give something back to our loyal customers."

Five-cent roast chicken will be available, subject to availability, during each Sunday in November. Customers are limited to one order each, which includes 2 pieces of chicken (a leg and a thigh) with a side of rice for only 5 cents. Chef Luciano & Gourmet Chicken is open Sunday from 11 a.m. to 7 p.m., and Monday through Saturday from 10:30 a.m. to 8 p.m.

"We're happy to be able to celebrate our Grand Reopening with this special offer for our customers," Gupta said. "This is also a great chance for our new neighbors to give us a try."

During renovations, the Cermak building was restored to its 1929 façade, complete with new brick and period-accurate White Castle turrets. In addition, patron seating was added, along with a new VIP Chef's table for special guests and a new walk-in cooler.

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While guests can look forward to a modern restaurant, they can be rest assured that everything they love about Chef Luciano & Gourmet Chicken will stay the same.

“We still have two separate menus for Chef Luciano & Gourmet Chicken together in one convenient location,” Gupta said, referring to the restaurant’s dual identity as a gourmet restaurant and popular takeout spot. “But with these renovations, we are poised to serve the community for years to come.”

For more details on Chef Luciano & Gourmet Chicken, including menus and restaurant history, log on to www.chefluciano.com. For the Chef’s blog, including pictures, please visit <http://chefluciano.wordpress.com/>.

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