

**Robbin Haas**  
**Fresh. Local. Honest.**

Robbin Haas is a resident of the world. Over the past 30 years, his culinary travels have led him around the world showcasing his culinary skills in Russia, Finland, Europe, Mexico, South and Central America, the Mediterranean, and the Caribbean. Haas savors and preserves the culinary heritage while further supporting localvore practices by utilizing locally procured products. The end result is exquisite, further establishing his position as a founding father of New World Cuisine.

Founded in 2004, **robbinhaas concepts**, is a full service restaurant consulting firm that offers a deep understanding of consumer trends and the food & beverage industry. Haas' experience in the industry allows him to address the dynamic needs of both high-volume independent restaurant operations and regional and national restaurant chains through a menu of services that includes concept development, design, culinary development, beverage development, training, budgeting and more. Clients include, Kor Hotel Group, Phillips Seafood, China Grill Mgt. Kraft Foods, Clevelander Hotels, Mark Miller Restaurants, Seabourne Cruise Line, Florida Wild Shrimp Council and Australian Ostrich Council.

Most recently, Haas was drawn to Antigua, Guatemala. In October, 2006 Haas developed **Nokiate**, a contemporary Sushi, Sake and Seviche restaurant located in Antigua. The vibe is deeply rooted in Japanese-Latino style, with a traditional Japanese sushi bar and contemporary Latin offerings. He has also opened an additional restaurant in Antigua, **Bistro Cinq** a French bistro in a 300 year old residence capturing the local ambience with a French influence.

In October 2003, Haas "sparked" curiosity among food aficionados with the much-anticipated opening of **Chispa**, a contemporary Latin restaurant and bar inspired by the history and traditions of the Hispanic culture. **Chispa**, located in Coral Gables, is the ideal complement to Haas' distinguished portfolio. Haas wanted to create a restaurant that celebrated the eclectic mix of America and felt this was an ideal time to open a contemporary locale that represents a melting pot of cultures. There is a dramatic 40-foot bar that captures patrons with its novel design.

In 1999, Haas opened the highly successful **Baleen** to rave reviews at the **Grove Isle Club and Resort** in Coconut Grove. Soon after, **Baleen** in San Diego and Naples, Florida followed along with **6-7** in Seattle and **Portofino** in Redonda Beach, California. Haas assumed the role of Vice President of Restaurant Concepts for **Noble House Hotels, Resorts, & Hideaways** where he supervised the workings of several restaurants as well as the creative development of culinary trends between 1998 and 2002.

In 1996 Haas, took a respite from South Florida and partnered with renowned chef/restaurateur Mark Miller in 1996 to open up several **Raku** "Asian Diners" in the United States. This concept was inspired and mirrored as a result of his travels to the Orient where he resided for several months to learn the first hand styles and differences of the Far East.

Haas was lured back to South Florida by his love for tropical flavors and presided over his own company prior to joining **China Grill Management** as executive/consulting chef for **China Grill Café** and **Red Square**. It was not long after that Haas' restaurant Red Square in South Beach was named one of Esquire's Top New Restaurants in 1998. In fact, since his arrival in South Florida ten years prior, Haas was involved with an impressive list of venues. He spearheaded the opening of the **Four Seasons Ocean Grand** then became executive chef **at Turnberry Isle Resort & Club**. In 1994, Haas left Turnberry to revamp the **Colony Bistro** in Miami Beach and was named one of the top 10 chefs in America by Food and Wine magazine. That same year, the **Colony Bistro** was recognized as one of Esquire's top new restaurants. Soon after, Haas took on a challenge as the executive chef and managing partner of **Bang** in Miami Beach.

Born and raised in Buffalo, New York, Robbin Haas's love of food began at the tender age of 12 when he began working in a small hotel in Buffalo. Haas worked on kitchen chores while his mother worked as the lead waitress. He realized the important relationship between personal service and happy customers from his mother – a concept he has carried with him throughout his illustrious career. Haas's creative flair and culinary expertise has enabled him to develop innovative tastes mitigating him as a true culinary artist. In addition, Haas's natural knack for business and entrepreneurial talent allows him full run of the restaurant gamut.