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**RENOWNED CHEF HIROO NAGAHARA'S NEW ARTS DISTRICT CONCEPT IS LOOKING TO
FLIP THE SCRIPT ON TRADITIONAL BAO**

**BAO HIROO Is Ready To Bring Good Vibes, Batched Cocktails and Tasty Bao
To The City of Angels Next Month**

LOS ANGELES, CA (MARCH 28 2019) Born and raised in Tokyo, Japan, Chef Hiroo Nagahara's passion for food started when his mother introduced him to the Tsukiji fish market in Tokyo, where they would regularly stroll the aisle selecting their favorite seafood from various vendors. That experience started Hiroo on a journey to understand the rich nuances of different ingredients and how they work together to become something great. Armed with this creative zeal, a pedigreed resume and his mother's cherished recipes for stuffed bao, Chef Nagahara is set to open Bao Hiroo in downtown L.A.'s Arts District next month.

Bao Hiroo's newly designed space will offer Angelenos a unique mix of sweet, savory, steamed, baked and fried bao, all hand-crafted and sure to make anyone a bao-liever. Standouts include the *Beef Brisket* steamed bao (stuffed with coffee bbq, fuji apple and fennel kimchi), the crispy *Japanese Curry* bao (filled with fried tofu, fingerling potatoes and seasonal vegetables, coated in panko and fried), the baked *Pork Belly "Croque Monsieur"* bao (layers of Swiss and fontina cheese, pickled mustard and a miso glaze wrapped, in Hiroo's house-made, pillowy soft milk bread), and of course the *Oreo Cookie* bao filled with Guittard chocolate, Tahitian vanilla and topped with sea salt. Their fast-casual format will also offer a selection of house batched and bottled cocktails (with full liquor license to come), making Bao Hiroo a perfect spot for lunch or dinner and great for late night eats and good times with friends.

After a few years away, Chef Nagahara is excited to be back in Los Angeles as he feels a deep connection to the melting pot of cultures and dynamic food scene that L.A. offers. Having spent time living and working here, he is honored to be opening a restaurant in one of the greatest food cities in the world. The Arts District is the perfect spot for Bao Hiroo, in that it's very reflective of Chef Nagahara's approach to food and overall style. He enjoys bending the norms, yet honoring nostalgia, technique, and flavor at the same time. In addition, much of the creative inspiration behind Bao Hiroo comes from the mischievous and playful spirit of the Tanuki, which was all around Chef Nagahara growing up in Japan. The Tanuki is known for being a trickster and shapeshifter, and his rascally persona is infused in the overall essence of the Bao Hiroo brand and menu.

Bao Hiroo's concept is also thoughtfully reflected in the restaurant's design. Nagahara has teamed up with [Mass Architecture & Design](#) to bring this vision to life. The space will incorporate a clean, industrial vibe, utilizing raw and natural elements such as dark woods and exposed brick, as well as showcase street art from local artists.

Bao Hiroo is located in the Arts District at 905 E. 2nd St. #109, Los Angeles, CA, 90012 and will open with

dinner and late night service and delivery for lunch only Tuesday through Saturday with full service lunch to follow post opening. For more information, visit www.baohiroo.com or follow on Instagram [@BaoHiroo](https://www.instagram.com/BaoHiroo).

For more information regarding BAO HIROO, please contact
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About Hiroo Nagahara

Chef Hiroo Nagahara was born and raised in Tokyo but spent most of his adult life honing his culinary career in the United States. He's worked with some of the finest chefs and restaurateurs in the industry including Charlie Trotter. His career blossomed when he landed the executive chef position at Bar Charlie in Las Vegas. Working with Trotter's team opened doors for Hiroo to stage with some of the world's most talented Michelin-starred chefs including Guy Savoy (Guy Savoy), Hideki Ishikawa (Kagurazka Ishikawa) and Yoshihiro Narisawa (Narisawa).

In 2010, Nagahara moved to San Francisco and partnered with Mobi Munch to launch *The Chairman*, an award-winning mobile food truck that blurred the lines between fine-dining and street food. With the success of *The Chairman* under his belt, Hiroo went on to open *Nomica*, a modern Japanese restaurant serving refined rustic cuisine alongside an innovative cocktail program in the heart of the Castro District. With his latest project, Bao Hiroo, opening in the Arts District of downtown Los Angeles, Chef Nagahara hopes to take his fine-dining approach to food and create a fresh twist on a traditional favorite in a lively and approachable setting.

Chef Nagahara has garnered a number of accolades throughout his career including a Michelin 1 Star Award while working for Charlie Trotter in Las Vegas. While with *The Chairman*, his truck was named one of *America's Top 5 Asian Food Trucks in America* by *Details Magazine* as well as *Most Mouth-Watering Food Trucks* by *Maxim*. He was also invited to compete on *Iron Chef Showdown* in 2017 while helming the kitchen at *Nomica*.

Team Bao Includes:

Chef Owner	Hiroo Nagahara
Managing Partner	Paul Quinn (Eleven Madison Park, Daniel Boulud, Quince)
Kitchen Manager	Aaron Escalada
Restaurant Manager	Casey Murnane

Design Team:

Mass Architecture & Design
Barling Construction

Artwork / Logo:

Eric Broer