
MEDIA ADVISORY

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**Citizen frenzy expected as Sacramento welcomes the
“Austrian” to the state capital. (no, not *that* one). Ettore’s hires
Austrian born Peter Wimmmler as executive pastry chef.**

*Ettore’s continues tradition of European excellence with hiring of Wimmmler
... chants can already be heard exclaiming “Wimmmler is a Winner in 2003!”*

Sacramento – Now that the election is over, Ettore Ravazzolo, owner of Ettore’s Restaurant and European Bakery, has announced he is welcoming Sacramento’s newest Austrian citizen with open arms – Peter Wimmmler, the new executive pastry chef at Ettore’s.

As the executive pastry chef at what is often recognized as Sacramento’s favorite bakery, Peter is sure to compete with the other Austrian for status as favorite Austrian-born person in Sacramento. A race that at this time may be too close to call. He may not have received more votes than the Governor-elect, but he’ll challenge him to an apple strudel baking contest anytime, anywhere.

“Peter is an exceptionally talented pastry chef who is going to bring a lot of new ideas and products to Ettore’s over the next few months,” said Ettore. “As a Swiss trained pastry chef myself, I am glad to have a fellow European in our pastry department to ensure our products maintain the very high European standards and unique flavors we’ve provided throughout the years.”

Although the other Austrian has promised to cut taxes and get the state back on track, his workload seems easy compared to what Peter will be doing. In a slow month, Ettore’s makes about 90 cakes a day, nearly a thousand breakfast pastries, several hundred cookies and numerous other desserts for caterings, weddings, wholesale and daily mini-desserts. That’s a slow month. With the holidays approaching, Ettore’s production will skyrocket into the stratosphere. After making all these sweets everyday, repealing the car tax seems like a piece of cake.

Peter may not be an actor hailing from Hollywood, but he’s used to all the glitz and glamour from his former position and city -- as executive pastry chef at The Venetian

Hotel Resort and Casino in Las Vegas from its opening in 1999 until recently. He also has international ties and fame as the executive pastry chef at the Tokyo Hilton Hotel from 1994 through 1999. Also, Peter has worked all over the world in other locales such as Australia, Fiji, Thailand and Bermuda.

Ettore's Restaurant and European Bakery has two locations: Sacramento and Folsom. Ettore's started essentially as a one-man croissant-baking operation back in the mid-eighties and has grown to include a full-service restaurant (in Sacramento only), European bakery and full catering department. Ettore's has more than 65 employees, with more than 15 in the bakery department under the direct supervision of Peter.

Ettore's continually is recognized by local publications as Sacramento and Folsom's favorite bakery, including *Sacramento Magazine* and *The Folsom Telegraph*.

The Sacramento location is at 2376 Fair Oaks Boulevard and can be reached via phone at (916) 482-0708. The Folsom location is at 510 Natoma Station Drive and can be reached at (916) 985-3920. For more information on Ettore's or for menus, visit www.ettores.com.

As an Austrian in Sacramento, Peter knows he will continually be compared to the Governor-elect, but he wants to put any rumors to rest. He has no plans at this time to run for Governor in 2006. 2010? We'll see.

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