



PRESS RELEASE

For immediate release Feb. 7, 2018

PLAN CHECK x JOSH ELKIN REIMAGINE BRUNCH CLASSICS WITH A LIMITED TIME “BRUNCH REMIX” MENU



L: Plan Check's Corporate Chef Sean Yontz with the “Undisputed Breakfast Champ” Chef Josh Elkin. R: The Eggs Benny Burger

Owner/Founder of Plan Check, Terry Heller, along with the “Undisputed Breakfast Champ” and YouTube star Chef Josh Elkin invite fans and friends from all nooks of Los Angeles to sink their teeth into their collaboration of highly instagrammable culinary works of brunch art.

WHAT: Kicking off Sunday, February 25th from 10 a.m. to 2 p.m. with a “Brunch Remix” launch party, self-taught breakfast chef and YouTube star Josh Elkin collaborates with Plan Check Corporate Chef Sean Yontz in Downtown Los Angeles bringing brunch masterpieces that visually and palate-ically turn up the volume. Josh, known for remixing brunch classics into killer works of art pairs perfectly with Plan Check, the innovative gastropub behind Ketchup Leather™ and the multi-award winning Southern Fry chicken sandwich to bring us four aesthetically pleasing creations with their limited time “Brunch Remix” menu. Press seating is at 9:30 a.m.

"I've been cooking on the Internet for years, and I'm so excited for people to actually get to taste some of the most popular things I've created in my kitchen. This is the first time my recipes have been available to the public, and Plan Check is the perfect partner for me to collaborate with to make it happen." says Elkin.

"I'm a fan of Josh's crazy and super creative takes on classic dishes which is right up the alley of what we do at Plan Check," adds Terry Heller who opened Plan Check Kitchen + Bar in 2012. "We're all about recreating classics."

THE FULL “BRUNCH REMIX” MENU:

Eggs Benedict Bacon Potato Pie: Layers of thinly sliced potatoes, American cheese, onions and sausage, wrapped in bacon and baked. Served with a poached egg and hollandaise sauce.

Eggs Benny Burger: Plan Check's house made beef patty atop sriracha leather. Topped with fried breakfast potatoes, peppers, onions, and bacon. Served on a crunch bun with a fitted soft boiled egg covered in hollandaise sauce.

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Tex Mex Benedict Quesadilla: 3 stacks of Colby jack cheese quesadilla's sandwiched with smoked ham. Topped with a fried egg, green chile, queso fresco and pickled jalapeños and pico de gallo.

Oreo Cinnamon Cruller: Cinnamon sugar cruller in a bowl of Oreo pastry cream, stuffed with whipped cream and crushed Oreos.

WHEN:

LAUNCH PARTY AND KICKOFF WITH JOSH ELKIN: SUNDAY, FEBRUARY 25 – DOWNTOWN LOCATION 10 a.m. to 2 p.m. Press seating at 9:30 a.m.

MENU AVAILABLE FROM:

Sunday, February 25 to Sunday, March 18, 2018 during regular business hours at all locations in addition to brunch hours.

WHERE:

LAUNCH PARTY AND KICKOFF WITH JOSH ELKIN: Plan Check Downtown: 1111 Wilshire Blvd. Los Angeles, CA 90017 213.403.1616

MENU ITEMS ALSO SERVED AT:

Plan Check Sawtelle: 1800 Sawtelle Blvd. Los Angeles, CA 90025 310.444.1411

Plan Check Fairfax: 351 N. Fairfax Ave. Los Angeles, CA 90036 323.591.0094

Plan Check Santa Monica: 1401 Ocean Ave. Santa Monica, CA 90401 310.857.1364

About Josh Elkin: Known for his unique take on breakfast food and his ability to turn common dishes into uncommon works of art, self-taught chef and YouTube star Josh Elkin's viral breakfast dishes include the Poutine Tornado and Jenga Breakfast just to name a few. Climbing to fame as a web series star in association with *Epic Meal Time*, Josh yields a total social media following of more than 190K. He's also known as host of the Food Network's *Sugar Showdown*, has appeared on numerous television shows such as *Live with Kelly and Ryan*, and has pulled in more than 25K for charity on numerous Food Network competitions.

About Plan Check: Los Angeles' hotspot Plan Check Kitchen + Bar, famous for its innovative Ketchup Leather™ and multi-award winning Southern Fry, is a Modern American gastropub nestled in four Los Angeles neighborhoods. Among just a few of its accolades, Plan Check has landed on Jonathan Gold's "101 Best Restaurants", and its Southern Fry was voted "Best Chicken Sandwich in America" by Restaurant Hospitality in 2014.

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For more information or high resolution photos, please contact Abby Feauto at Plan Check Kitchen + Bar: afeauto@cleverhospitality.com or 310.990.3090