

Contact: Lowell Michelson

Tel: 972/620-7293

Cell Phone: 214/837-0941

Email: lowell@lowellarthur.com



FOR IMMEDIATE RELEASE

SIMCHA KOSHER CATERING OPENS NEW LOCATION IN AUSTIN
*Joint Venture with Texas Hillel Association on the University of Texas Campus allows
Simcha to better serve the Austin/San Antonio area.*

Austin, Texas-July 10, 2008-Simcha K kosher Catering and Event Design, S.E.P., Inc., a Kosher Catering and Event Planning Company out of Dallas, Texas, announce today the opening of their second location at the Texas Hillel Facility located on the University of Texas Campus, in Austin Texas.

Simcha K kosher Catering is currently in its 25th year of operations under the ownership of Mr. Lowell Michelson, formerly of San Antonio, Texas and a 1981 graduate of the University of Texas at Austin with a Bachelor Degree in Business Administration. Simcha K kosher Catering has provided kosher catering and event planning, not only for the Dallas/Fort Worth area, but throughout the entire state of Texas, Oklahoma and even as far away as Colorado, Kansas and Florida.

"I am thrilled to be back where I spent many happy years as a student at UT, and close to my hometown of San Antonio. Both of these communities are where my roots are and I am very happy to be working here on a permanent basis," stated Michelson. The new facility, located in The Topfer Center for Jewish Life in the Abe and Annie Seibel Building at 2105 San Antonio Street, Austin, Texas boasts a two-story, 18,000 square foot facility which provides a wonderful space for receptions and formal affairs.

Simcha K kosher Catering will be teaming with David Kogan who has been the Catering Coordinator at Texas Hillel for the last 2 years. Kogan, also a University of Texas alumnus, brings a wealth of experience in catering and event planning to the table. Kogan's new role will be Director of Catering Services, where he will be responsible for Austin, San Antonio and all of South and Central Texas. "I am very excited by Kogan's enthusiasm and eagerness to serve the Austin/San Antonio Community and I look forward to exploiting his youth and boundless energy," stated Michelson.

"This is a wonderful opportunity for us to reach out to the rapidly growing community and to make our services more affordable and available to the Jewish communities," said Michelson. In fact, I received a very lovely accolade from the Hauser Family of San Antonio, following our recent catering of their son Reid's Bar Mitzvah. Mrs. Hauser stated, 'we would tell anyone how easy and stress free Lowell makes the planning...if only ya'll were based in San Antonio it would be perfect!' Michelson goes on to say, "I am very happy to be able to make this a reality because I always felt that we have missed many opportunities to cater in the Austin/San Antonio area. We hope to remove the misconception that bringing in an outside caterer would add tremendous additional cost. I believe the establishment of our new location will integrate Simcha K kosher Catering into the local communities."

Today's consumers are typically more educated and world travelled, and have been inundated with the internet and television programming dedicated to the culinary arts and fine living. The result is a very savvy client who demands innovating food ideas, creative presentations and professional service. Simcha K kosher Catering also must maintain the laws of Kashrut, while keeping up with today's trends and client demands. Michelson has developed a company capable of mirroring these demands and high expectations, while keeping in mind the strain the current economy places on the budgets for these events. Simcha K kosher Catering looks forward to introducing this level of service to the Austin/San Antonio market.

Simcha K kosher Catering has been serving the Jewish Community from their spacious 15,000 square-foot facility located in Dallas Texas, where Michelson brings together a team of multi-talented professionals that invent and orchestrate highly creative events. Simcha K kosher Catering offers a broad selection of services and catering for Galas, Weddings, Bar and Bat Mitzvahs and events for corporations and organizations.

The Dallas Vaad Hakashrus provides the kosher supervision for Simcha K kosher Catering under the name Dallas Kosher-DK, which is a nonprofit agency and the oldest kosher certification agency in the Southwest.

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*If you would like more information about this topic, or to schedule an interview with Mr. Lowell Michelson,
you may reach him by phone at 972/620-7293 or email at info@lowellarthur.com*