



## PRESS KIT

### ABOUT IRON WOK

Iron Wok is San Diego's premier Asian dining destination in the South Bay. Located in the Las Americas Premium Outlets in San Ysidro, Iron Wok is a full-service restaurant offering affordable and authentic Southeast Asian cuisine with dishes from China, Japan, Thailand, Vietnam and more. Our 8,000 square foot restaurant features a stunning modern atmosphere inspired by Feng Shui design, full bar, private dining areas, outdoor dining, specialty drinks, attentive staff, live entertainment and Asian gardens. Just like the philosophy of Feng Shui balances the five elements of life – fire, water, wood, metal and earth—Iron Wok offers the perfect balance of ambiance, flavor and entertainment.

Iron Wok serves family-style dishes with ingredients and spices imported directly from Southeast Asia. A variety of dishes, including vegetarian entrees and appetizers, means there is always something for everyone. We pride ourselves on offering quality meals for affordable prices. The restaurant itself provides a lively and fun atmosphere that includes amenities such as private dining areas, an outdoor patio, flatscreen televisions, large bar area, performances by local musicians, and daily specials. Iron Wok is perfect for family dining, large parties, happy hour, romantic dates, and even the night life scene.

Iron Wok opened its doors in 2007 in San Diego. A second location is being conceived for 2010 in Mexico.

### CUISINE / MENU / DRINKS

Inspired by authentic recipes from China, Japan, Thailand, Vietnam and more, Iron Wok's cuisine features intensely-flavored offerings and innovative dishes that highlight the emerging influence of Southeast Asia on today's modern dining. At Iron Wok Asian Bistro, we use only the freshest ingredients, including premium herbs and spices imported directly from Asia, to create an exotic blend of taste, texture, color and aroma in each Iron Wok dish.



The intense heat of the handmade iron wok sears in the clarity and distinct flavor of fresh ingredients, ensuring the highest quality taste for all of our dishes, such as Kung Pao Chicken, Szechuan Beef, Thai “Crispy” Duck, and Mongolian Beef & Scallops. Iron Wok offers an array of vegetarian dishes and our chefs are happy to accommodate customers with special dietary needs.

All of the dishes at Iron Wok evoke the Southeast Asian principles of *yōuzhi* and *dàliàng*, which mean “high quality” and “generous.” To promote these principles, the menu is served family-style. This is the traditional way of dining for many Southeast Asian countries, and the perfect way to bring family and friends together.

Iron Wok offers a full service bar with a wide array domestic and imported beers, high quality sakes, top shelf spirits, cocktails, teas, cappuccinos and espresso. An extensive wine list features domestic and foreign top brand red, white and sparkling vintages.

Iron Wok is famous for its signature specialty drinks and martinis, which come served in their own oversized shakers and provide the perfect complement to any meal. Flavors include Pomegranitini, Grapetini, Madrintini, Asian Peartini, Crantini, Appletini, and more.

## ATMOSPHERE

Owners Vincente Curiel and Lynn Nguyen believe in Feng Shui design philosophies and have a passion for interior design. As a result, Iron Wok interior was created after the universal concept of finding harmony in the delicate balance of the essential elements of the Earth. Fire, water, wood, metal and earth all play a part in the Iron Wok dining atmosphere.

Iron Wok encompasses a stunning 8,000 square foot space featuring a full indoor/outdoor bar, elegant water walls, a towering 1,200 gallon reef tank filled with brightly-colored exotic fish, unique multi-shaded live moss wall, Japanese bridge sculptures, an outdoor patio with



communal fire pit, and much more. The interior dining rooms seat up to 300 while the patio can accommodate 140 guests. A private Buddha room with wood cut windows, a grand carved doorway and signature Buddha statue comfortably seats 45 guests and can be used for private and corporate events.

At night, Iron Wok caters to the local night life scene, featuring live entertainment, local bands, and other special events. Singles and couples mingle around the large indoor/outdoor bar while enjoying live music and keeping up on their favorite sports event on the large screen televisions in the bar area.

## ENTERTAINMENT

With full bars, intimate seating, and club entertainment, Iron Wok is the perfect place for a romantic date, a casual night out with the family, large parties and corporate events, or just a great way for singles to meet new people. Iron Wok offers unique entertainment and events such as performances by local musicians, daily specials and happy hour, DJ's and regular special events. Iron wok's happy hour, Monday through Thursday from 3- 6, is an ideal time for a get together with friends to enjoy discount drinks, signature specialty martinis and exotic appetizers. At all times of operation, HD satellite televisions provide coverage of all the major televised events. Guests can join Iron Wok's mailing list to stay up to date on all upcoming Iron Wok events.

## CATERING / PRIVATE PARTIES

Authentic cuisine, impeccable service and a harmonious atmosphere are the goal at Iron Wok, which makes it the natural establishment for a joyous gathering. Iron Wok can accommodate large or small groups for parties or other private events. The 8,000 square foot restaurant includes the luxurious Buddha room, which seats 45 people comfortably. Parties can also be accommodated on the Zen Patio.



Large parties are welcome at Iron Wok. Three distinct banquet menus-- "The Chopstick", "Feng Shui" and "Fortune Cookie"-- are all served family style and offer something unique for everyone, and include appetizers, salads, entrees and desserts.

## HISTORY & OWNERS

Lynn Nguyen, President

Raised in a wealthy, influential family in Vietnam, Lynn Nguyen's life was forever changed when the communist regime seized her family's mansion and assets, and placed her father in a concentration camp. Along with her mother and siblings, she was forced to live alongside the communist army in the house. Lynn's mother smuggled valuables out in the children's shoes, and the family was eventually able to get Lynn's father out of jail through bribery. With a hidden cache of jewelry hidden in the children's shoes, Lynn and her family survived a dangerous boat trip across the ocean in which several people died, and arrived at an island where a sponsorship program was able to relocate them to America. Once in San Diego, Lynn's mother sold the jewelry and was able to open an Asian buffet-style restaurant with the help of relatives in 1984. The restaurant was an instant success, and led to the opening of several more restaurants.

Over the years, Lynn worked for her mother, gaining experience in every aspect of restaurant operations. After graduating college in 1995 with a degree in Marketing, Lynn opened her own restaurants. From 1984 to 2004, she and the Nguyen family owned and operated 33 restaurants in Southern California. Through time, the market changed, and the competition began offering lower prices and larger portions. To avoid smaller profit margins in the long term, Lynn and her family began selling off the restaurants one by one.

Lynn met entrepreneur Vincent Curiel while in college, and when she decided to sell her buffet-style restaurants, she and Vincent looked at the proceeds to start their own venture. Knowing that Southeast Asian food was rising in popularity in America, she realized a properly executed "Eastern" concept on a grand scale would be successful. A designer at heart, Lynn wanted to



create a unique space that blended a Feng Shui atmosphere with elegant, authentic dishes. Along with Vicente, she implemented a new “Asian Bistro” niche in the restaurant industry in the form of Iron Wok. With the success of Iron Wok, she and Vincente plan to expand the brand nationally and internationally.

#### Vicente Curiel, CEO

Mr. Curiel was born in Venezuela in 1972. During his early childhood he lived briefly in San Francisco and San Diego while his parents, obtained their MBA's. After returning to Venezuela for the rest of his childhood, Mr. Curiel dreamed of one day returning to America as a business owner.

Mr. Curiel got his start in the restaurant industry right after high school, when he went to work at one of the most prominent five star restaurants in his country. He worked diligently until he was accepted to a local community college stateside in San Diego in 1991. Majoring in Accounting, he soon met Lynn Nguyen and has since become her lifetime friend and business partner.

During college in America, Mr. Curiel's first job was working as a cashier at a friend's liquor store. By saving all of his money from this job, he was able to realize his dream of entrepreneurship at the early age of 21 when he opened his first business, a small motorcycle dealership with a total of six employees. Setting his sight on bigger business, he soon moved to San Francisco, CA to finish his degree. He was accepted to Golden Gate University where he obtained his B.S. in Accounting. During this same time, he and his father started a privately owned translation company specializing in technical documentation which is still in business today. Clients have included Microsoft, Qualcomm and Motorola, among other notable names.

After obtaining his degree in Accounting, Mr. Curiel moved back to San Diego and started working on a new restaurant endeavor, developing and creating the Asian-influenced Iron Wok.



## LOCATION

4191 Camino de la Plaza  
San Diego, CA 92173  
(619) 827-1220  
[www.ironwok.com](http://www.ironwok.com)

The 8,000 square-foot location in south San Diego at the north end of the Las Americas Premium Outlets next to the Mexico-United States San Ysidro border crossing features a full indoor/outdoor bar, elegant water walls, a towering 1,200 gallon reef tank filled with brightly-colored exotic fish, a unique multi-shaded live moss wall, innovative Feng Shui decor, flat screen TVs, seating for up to 440 guests and an expansive outdoor patio with live entertainment. The private Buddha room, with its signature Buddha statue, comfortably seat 45 guests and can be used for private and corporate events.

## HOURS

Open daily for lunch and dinner beginning at 11am. Late night dining and entertainment every Wednesday, Thursday, Friday and Saturday. Happy Hour is featured everyday from 3pm-7pm in the bar.

## CORPORATE OFFICE

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