



DEJA★FOOD
restaurant group

2017
Media Kit

MISSION

Our restaurants passionately support Wisconsin farmers. Regardless of season, local, organic and naturally raised ingredients will always be on our menus. We consider ourselves part of a larger community. Over 200 local vendors provide us with our meat, vegetables, fruits, and dairy. By buying directly from our producers, either at farmers' market or at our back door, we establish face-to-face relationships upon which friendships and a spirit of collaboration are built.

Our business endeavors support organizations and projects that promote local and regional farmers and food supply networks, food-related education in schools and communities, and artisan production of food and food-related products.

ABOUT US

For years, we've welcomed hundreds of guests into our Madison restaurants while providing sincere hospitality in warm, friendly environments. Since Chef Odessa Piper opened L'Etoile in 1976, we have carefully built a reputation for consistently delivering local, innovative food and superior service that truly sets us apart.

Today, under Chef Tory Miller, The Deja Food Restaurant Group has grown into a collection of four distinctly different restaurants, each with its own individual personality and presence. Yet each is connected by a common thread of commitment to supporting our local farmers and artisan producers.

When you walk through the doors of L'Etoile, Graze, Sujeo, and Estrellón you can count on an exceptional dining experience and unparalleled service. Every member of our talented team is handpicked and trained to uphold the reputation we have strived to build and maintain throughout the years.





1 South Pinckney Street, Madison, WI 53703
letoile-restaurant.com

L'Etoile has served local and seasonal offerings since it first opened its doors in 1976. Founder and former owner Odessa Piper, a pioneer of the sustainable food movement, prided herself in the cultivation of strong farm-to-restaurant relationships. Her support of Madison area farms and artisan producers helped grow what is now the largest producer-only farmers' market in the nation. Through the years, L'Etoile has become known as a "shining star" in the Midwest for its consistency in quality and service.

Inspired by the New York gastropub scene, Graze's menus feature a range of classics executed on a higher level than traditional pub food. We chose the name Graze because grass-fed animals and rotational grazing are important to us. Also, we want the menu to inspire our guests to do just that: graze. There'll always be a variety of dishes and small plates to choose from - the kind of stuff chefs and foodies love to eat.



1 South Pinckney Street, Madison, WI 53703
grazemadison.com



10 North Livingston Street, Madison, WI 53703
sujeomadison.com

The name, Sujeo, refers to the traditional Korean placesetting of a spoon & chopstick set. However, while our name is Korean, our cuisine is not strictly so. Chef Tory Miller pulls his influence from a variety of cultures, fusing locally-sourced ingredients with Asian techniques & flavors to create a menu meant to be sampled & shared.

The latest endeavor from Chef Tory Miller, Estrellón, brings Spanish-influenced small plates and tapas to downtown Madison. Expect simplistically-beautiful composed dishes perfect for sharing, flavorful cheeses and charcuterie, incredible Spanish wines, and rich mahogany woodwork. The casual bar next door is perfect for gatherings, light bites, and unique cocktails.



313 West Johnson Street, Madison, WI 53703
estrellonrestaurant.com



EXECUTIVE CHEF TORY MILLER

Chef Tory grew up working in his grandparents' diner in Racine, Wisconsin before moving to New York to attend the French Culinary Institute and work his way through some of the cities' finest kitchens, including Bill Telepan's Judson Grill and Eleven Madison Park. A true Wisconsinite at heart, he returned to Madison to begin working under his mentor, Odessa Piper, at L'Etoile, where he found his true passion for local food through the Dane County Farmers' Market.

After taking over L'Etoile in 2005 from Odessa, Tory opened his second restaurant, Graze, in 2010, his third, Sujeo, in 2014, and fourth, Estrellón in 2015, as a way to provide local-sourced cuisine to a larger audience in the Madisonian dining scene and expand his love for world cuisines.

A 2012 recipient of the James Beard Award Best Chef: Midwest, and 2016 semifinalist for Outstanding Chef, Tory has strived to strengthen Madison's food system, local agriculture, and wider community throughout his career by supporting farmers and purchasing local Wisconsin products for all his restaurants, most recently forming the Madison Area Chefs Network to unite Madison's local chefs for the first time.

When he is not working in one of his four restaurants, Tory is spending time with his two young boys, passing along his love of all things delicious.

PR & MEDIA CONTACT

For media inquiries, please reach out to our PR Manager, Samantha Egelhoff at:
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