



Lee M. Chatsworth

General Manager

Jake's on Fourth, Los Angeles

Dear Overworked Executive,

I feel your pain. Sitting in your office, pouring over clichéd script after script, hour after hour. One storyline more lifeless than the next. One writer less inspired than the previous. “Have any of these morons ever *laid eyes* on a screenplay, let alone *read* one?” you wonder. “Why do they waste the postage?” you ponder. “Why do they waste my time?” Sure, your corner office is plush. Sure, you’re a well-respected professional in an industry that people only dream of breaking into. But this is all of little consolation when it’s 8:00 p.m. and you’re still at work.

It is certainly no wonder that your mind starts to drift: to thoughts of the stress of tomorrow’s meetings, your overwhelming work load, and most of all . . . the rumbling in your stomach. Then, it suddenly hits you like a ton of bad scripts . . . You are starving! Drowning beneath the weight of futile manuscript submissions, you forgot to eat lunch, and now realize that even the thought of that stale sandwich sitting in the office fridge is making your mouth water.

But you don’t deserve a stale sandwich while sitting alone at your desk. You’ve just worked hard! Long and hard and diligently. You’ve fought your way through *Attack of the Computerized Canines* and lived to see the other side—you deserve more. You deserve to not only refuel, but to relax and reward.

You deserve an ambiance of laughter, contentment, and all-out loosen-your-tie leisure combined with incredibly scrumptious, “feel good” food and the *most* extensive menu in all of Southern California!

YOU DESERVE JAKE’S ON FOURTH!

You deserve **crispy, battered calamari and shrimp, warm, salty, and melting in your mouth**. Or maybe you’re cravin’ Asian? Like paper-thin chicken spring rolls cooked to perfection and dipped in a **sweet and sour authentic plum sauce**. Feel like fish? Their **salmon stuffed with blue crabmeat and savory melted mozzarella** is baked to mouth-watering sublimity and topped with a **Dijon mustard, vodka-cream sauce**. Salads more your speed? Yes, they’ve got salads: twelve of them to be exact, ranging from **seared, pepper crusted Ahi tuna** served atop tender, baby mixed greens to southwestern, spiced and grilled chicken complete with **sweet corn and crispy tortilla strips**.

And for dessert . . . Forget about the **homemade carrot cake with lush cream cheese frosting** and the **pan-fried, caramelized apple tart with savory cinnamon ice-cream**. No, that's not for you; that's for people who work only half as hard as you do. You deserve to go right for the house specialty, the crème de la crème of all desserts big and small (though boy is it BIG!), *you need* **The Black Forest Chocolate Cake**. Because not only is it the **richest, sweetest chocolate frosting** ever created, paired with the moistest, most dense cake you could imagine, but after indulging, I promise, you will actually *feel* amazing from the inside out—nourished, content, even joyful and rejuvenated. (It *is* chocolate remember!)

I mean let me ask you something. When someone works as hard as you do, what's the last thing they want to do at the end of a busy day? Yea, you guessed it . . . cook. And who is the last person they want to spend the evening with? Again, you're right . . . themselves, alone in their apartment watching bad television (that they didn't even produce!). But without a place to hangout and unwind with friends or coworkers, that's exactly what they'll end up doing: eating the same meal night after night while their stress and isolation rises and their social life declines.

In fact, according to a 1997 issue of *Stress Today*, **the second leading cause of stress-related heart attacks in Americans is “failure to unwind after daily stress on the job.”**

And here's another thing: It looks like **proper nutrition may actually be linked to professional success.**

- According to Dr. Lance Smith, M.D., of UCLA hospital, people who do not get a balanced, nourishing meal the night before are ten times more likely to perform substandard at work the following day.
- In the April 2005 issue of *Food and the Brain*, Dr. Jennifer Plant, a noted professor of nutrition at Boston University and award-winner in the field of brain-function research, explains, “It is not the concentration of *certain* vitamins and minerals in our systems that sharpens mental functions, but rather the *variety* of nutrients.”

Speaking of variety, you might be wondering what exactly we mean when we claim to have the “most extensive menu in all of Southern California.” Well, I'll tell you, we mean exactly that: a greater variety of tasty choices than any other establishment in the Southern California area. We mean a range of choices from **burgers, sandwiches, and fries** to healthy fare like **salads and side dishes of seasoned, sautéed veggies**. We mean entrees like **juicy New York prime steak, tangy chicken piccata, and vegetarian pasta primavera with crisp spring vegetables and fresh grated Parmesan cheese**. We also mean a variety of ethnically diverse fare including **Asian, Mexican, and Italian**.

Now, I'm sure you are thinking that this kind of variety and enormous portions **MUST** come at quite a price. But that is simply not the case: Because after all, if you're looking

for an after-work staple, a regular hangout, you're not looking to dish out big bucks just to unwind and grab a bite with friends. Well, you don't have to! **Jake's on Fourth touts some of the most reasonable prices you've ever seen for this type of cuisine. In fact, Zagat's Restaurant Guide, classifies its prices at only \$\$ out of \$\$\$\$!**

So why spend another minute listening to the uncomfortable rumble of your increasingly empty stomach? Put down that plotless snoozer, pick up your phone, and call a couple of your equally hard-working friends: Say, "Meet me at Jake's on Fourth!" Because **it is the only restaurant in the greater Los Angeles area that promises scrumptious fare in enormous proportions, at an extremely reasonable price, with enough of a variety to satisfy each and every member of your group.**

AND one more thing: Don't forget their hopping bar area. It's the PERFECT place to head for that after dinner drink or to catch the game on big screen TVs (now there's something with a plot!). And believe me, I would know—I often meet my own friends there, even when I'm not working!

So head on over to Jake's on Fourth TONIGHT, and make it *your* place to refuel, relax, and reward, because . . . YOU DESERVE IT.

Can't wait to see you there!

Most sincerely,

Lee M. Chastworth
General Manager
Jake's on Fourth

P.S. Make sure to bring this letter with you—every 15th letter wins **FREE** dinner for two!

