

# Editors’ CHOICE

## The ONE Group

The ONE Group, Inc. (togrp.com) is a global hospitality company that manages upscale restaurants and lounges in the United States, Canada, Europe and the Middle East. Along with the cultivation of fine-dining experiences, The ONE Group provides hospitality management services for hotels, casinos, and other high-end venues through their signature turn-key food and beverage service, ONE Hospitality. The ONE Group’s primary brand is STK, which offers a modern and elevated twist on the classic American Steakhouse. Other brands include Radio and Heliot Steak House, both of which have acquired notable success thanks to the leadership team and dynamic concept.

Celeste Fierro co-founded The ONE Group in 2004 following the successful opening of ONE, a vibrant restaurant in the heart of the Meatpacking District. Fierro firmly believes in building strong relationships with customers and adding a personal touch to every dining experience. Emanuel “Manny” Hilario, President and Chief Executive Officer of The ONE Group, has an extensive background in the hospitality and restaurant industry and believes in the power of forging strong relationships and paying close attention to detail when building a global brand. Together, their strong leadership and personalized approach to the hospitality industry has helped The ONE Group distinguish itself as a curator of one-of-a-kind experiences.



STK is The ONE Group’s primary brand. First opening in 2004 in Downtown New York City, the brand quickly expanded to major cities across the globe including Toronto, Dubai, London and, most recently, San Diego. As a globally recognized restaurant brand, STK successfully blends the modern steakhouse and chic lounge to provide an energetic and lively fine-dining experience. The food offers a twist on steakhouse classics, a blend of trendy and traditional that is echoed throughout its venues. To complement the refined dinner options, STK is known for its masterfully prepared seasonal cocktails. These beverage offerings are customer favorites, especially enjoyed during the venue’s newly minted Happy Hour program. During Happy Hour, guests enjoy half-

off drinks and \$2-\$8 bites, which often include oysters, tuna tartare tacos and sliders called “lil’ Brgrs.”

To maintain the electric energy of STK, the venues evoke a modern flare, often providing neon signs with trendy sayings, and a DJ who turns music throughout the night. Additionally, many STK locations have all fresco dining options, providing consumers with the perfect year-round spot to gather with friends, mingle and meet others and enjoy all STK has to offer. The ambiance at any STK venue is seductive and upscale, offering an elevated dining experience around the world. ●

*The recently opened STK San Diego reflects the blend of the traditional and modern, cultivating the signature STK ambiance. (top); The One Group’s attention to detail and flavor is reflected in dishes like its filet with Alaskan King Crab topping. (bottom left); The Cucumber Stiletto is one of STK’s signature cocktails. (bottom right)*

