

Ditch Plains to Bring Surf-Style Cuisine to the Upper West Side
Chef and owner Marc Murphy Opens Anticipated New Restaurant in March

NEW YORK, N.Y., March 1, 2011 — Today Ditch Plains expands its famed West Village restaurant to the Upper West Side with the opening of a second location at 100 West 82nd Street. Named for chef and owner Marc Murphy's favorite surfing spot in Montauk, Long Island, Ditch Plains in its new location offers many of its celebrated specialties such as the Ditch Dog (a hot dog smothered with creamy mac 'n' cheese), lobster rolls featuring fresh local lobsters from Long Island, mussels in a variety of sauces from traditional white wine and shallots to creative andouille and curry, playful cocktails like fresh-fruit frozen margaritas, a selection of beers on tap and the famously well-priced wine program that Murphy is so well known for, all which have made Ditch Plains in the West Village such a success since its opening in 2006.

Designed by Murphy, the 165 seat, 5,000 square foot restaurant pulls casual, beach-chic design elements from its downtown counterpart with added surf-themed décor. White washed cedar ceilings evoke the feeling of driftwood, while a vibrant collection of surfboards collected from Montauk shops and surfer friends of Murphy bring the beach theme to life. Photography by partner and wife of Murphy, Pamela Schein Murphy, taken during summer weekends with family and friends, lines the walls of the expansive dining room alongside an eclectic mix of surf memorabilia. Dark wood banquettes offer seating for parties ranging from intimate gatherings of two to larger parties of twelve, and one long communal dining table flanks the center of the room. The new location also has a private dining space and additional seating options to accommodate neighborhood diners with large parties.

"The Upper West Side is such a vibrant neighborhood and we're looking forward to adding Ditch Plains to its rich culinary landscape" says Murphy. "We feel its casual vibe, family-friendly environment and great fish-shack fare will make Ditch Plains a welcome addition to the community."

Ditch Plains [Upper West Side] is open Monday through Friday from 11am – 2am and on Saturdays and Sundays from 9am – 2am. For more information about Ditch Plains, call 212-362-4815 or go to www.ditch-plains.com. For delivery, call 212-219-2126.

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ABOUT BENCHMARK RESTAURANTS BY MARC MURPHY

Restaurateur and Chef Marc Murphy is the force behind Benchmark Restaurants by Marc Murphy (formerly Anvil NY), the successful restaurant group which started with the neighborhood institution Landmarc [Tribeca], and now encompasses notable destinations including Landmarc [at the Time Warner Center], Ditch Plains in the West Village, Ditch Plains Drop-in at Pier One in Brooklyn Bridge Park and Ditch Plains on the Upper West Side. Though he has trained in some of the most upscale of kitchens, including under Alain Ducasse in Monaco and at Le Cirque in New York City, Murphy has managed to integrate a penchant for the casual with haute techniques at both Landmarc and Ditch Plains. In addition to creating the restaurant concepts and menus, Murphy also plays an active and hands-on role in crafting the design and accompanying décor of all the restaurants that fall under his umbrella. For more information about Benchmark Restaurants by Marc Murphy, please visit benchmark-restaurants.com.