



FOR IMMEDIATE RELEASE:

## **San Francisco's Dirty Habit Introduces New Executive Chef and Bar Manager**

SAN FRANCISCO (December 21, 2016) – [Dirty Habit](#), San Francisco's alluring bar and restaurant known for one of the City's largest selections of small-batch whiskey and its rare outdoor patio, is pleased to announce Thomas Weibull as Executive Chef and Raul Ayala as Bar Manager. The duo will introduce revived menus at the edgy destination, featuring new interpretations of Dirty Habit's signature inventive small plates and brown spirit cocktails.

Weibull brings nearly two decades of culinary experience to his role, earned at upscale hotels and fine dining establishments throughout California and beyond. Most recently, he was Executive Chef at Clift Hotel in San Francisco for the past four years, developing and overseeing all menus for the 370-room boutique property and iconic Redwood Room bar. Prior, Weibull was Executive Chef at Sea Salt in Berkeley, Executive Sous Chef at the acclaimed Rubicon in San Francisco's Financial District, and Executive Chef at San Francisco's Plouf, where he earned three-star reviews from the *San Francisco Chronicle* and recognition as a Top 100 restaurant. Originally from Philadelphia, Weibull received classic French culinary training from the Kristinaberg Hotel & Restaurant School in Stockholm, Sweden.

"At Dirty Habit, there's something new to discover around every corner, with every bite," said Sietse Nabben, General Manager of Hotel Zelos San Francisco. "Chef elevates this entire dining and drinking experience to create memorable, tailored and delicious moments for guests. He's a uniquely creative talent with great character and we couldn't be happier to have him at the helm of our kitchen."

Nabben continued, "We are equally fortunate to have a young, up-and-coming talent like Raul Ayala as Bar Manager. Ayala has been with Dirty Habit since its inception – his cocktail creations are inventive yet composed, oftentimes utilizing the Bay Area's bevy of fresh produce and seasonal ingredients. Dirty Habit's pulsing ambiance and social bar scene create a perfect setting for his energy and vision."

Ayala was hired as a bar back at Dirty Habit upon opening in 2014. What started as a personal passion for creating innovative cocktails, evolved into a career as he continued to work his way up the ranks and gain inspiration from mentors including Brian Means, now Corporate Lead

