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FOR IMMEDIATE RELEASE:

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**'à la carte' PR Retained by 'Chef Charles' of Charlotte**

Charlotte, NC—(Jan.12, 2004)—'à la carte' PR has been retained by Chef Charles Semail - 'Chef Charles' - to create and develop a new business website: [www.chefcharles.us](http://www.chefcharles.us).

'Chef Charles' provides personal chef services, catering for all varieties of customers and events, in-home cooking classes, and culinary tours of his homeland of France.

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About 'à la carte' PR:

'à la carte' PR offers 'made to order' electronic marketing, website creation and development, business writing and a full range of media and public relations services. The 'à la carte' PR mission is to assist businesses, individuals and organizations seeking to increase their success and public visibility and enhance their relationships with the media and their stakeholders. For more information, visit: [www.alacartepr.com](http://www.alacartepr.com)

About Chef Charles Semail:

Chef Charles was born in Chartres, France where his passion for cooking began at age 14. His four year apprenticeship in Charcuterie; the art of making fine French pate, sausages and smoked meats, fueled his passion for cooking. Chef Charles has worked in a number of the most highly regarded restaurants from Paris to the US. He also opened his own French restaurant in Kentucky before moving to Charlotte in 1994. Chef Charles worked with 'Eli's Catering' and 'Dean & Deluca' in Charlotte. He also presided as Executive Chef for Quail Hollow Country Club for three years before launching his own business. Among his unique offerings are France Tours and Culinary Adventures for which he serves as personal guide and culinary guide to various regions of France.

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