



Holland America Line Introduces Rudi's Sel de Mer French Brasserie Pop-Up Restaurant to Six Ships in the Fleet

March 12, 2017

Intimate dining venue to feature classic French cuisine with a contemporary twist

Seattle, Wash., March 12, 2017 — Holland America Line is honoring its Master Chef and culinary consultant Rudi Sodamin, the creator of Sel de Mer aboard ms Koningsdam, by launching the French brasserie as a pop-up in the Pinnacle Grill and naming it Rudi's Sel de Mer. Six ships in the fleet will feature the pop-up, including ms Eurodam, ms Nieuw Amsterdam, ms Noordam, ms Oosterdam, ms Westerdam and ms Zuiderdam.

Since it launched on Koningsdam as a stand-alone venue, Sel de Mer has garnered both guest and industry acclaim. Rudi's Sel de Mer will build on this success with a version of the menu of classic French dishes including locally sourced seafood served in a setting that will transform the Pinnacle Grill alternative dining venue into an intimate brasserie with custom décor, plates, menus and uniforms reflecting the ambiance of the original Koningsdam restaurant. A specially crafted cocktail and wine menu also will be featured. Rudi's Sel de Mer will be offered once on seven-day cruises and twice on cruises longer than 10 days.

For Rudi's Sel de Mer, Chef Rudi also has created Food Faces art for the exclusive show plates made by Bernardaud, the leading French manufacturer of Limoges porcelain. Each artistic culinary plate portrays a work of art — from food.

"Sel de Mer onboard Koningsdam is extremely popular among our guests and one of the most talked about dining experiences in the industry," said Orlando Ashford, president of Holland America Line. "The restaurant showcases our commitment to providing our guests with unrivaled dining options, and launching it as Rudi's Sel de Mer on six more ships as a pop-up will allow more of our guests to see what the buzz is all about and indulge in its phenomenal cuisine."

Rudi's Sel de Mer is set to debut in 2017 on ms Nieuw Amsterdam March 31, ms Oosterdam May 11, ms Eurodam May 24, ms Westerdam June 12, ms Noordam Oct. 2 and ms Zuiderdam Nov. 10.

Indulge in the Freshest Seafood at Rudi's Sel de Mer

Rudi's Sel de Mer will serve a classic selection of French seafood dishes with a contemporary twist. After an amuse-bouche of Seared Scallops on Seaweed Salad and Light Saffron Vinaigrette Foam, guests can select appetizers including Steak Tartare, Bouillabaisse Marseillaise, Rudi's Seafood Tower and the classic Fruits de Mer (serves two).

For an entrée, guests can dine on Broiled Maine Lobster, Whole Dover Sole Meunière, Rack of Lamb Persillade, Duck Cassoulet, Steak Frites, Soufflé au Fromage and the popular Salt Crust Baked Branzino. The chefs also will go ashore to the local fish market whenever possible and personally select the catch of the day as a featured dish for the menu.

Side dishes include French fries, cauliflower puree, green beans, wild rice, truffled mashed potatoes and ratatouille.

No meal at Rudi's Sel de Mer would be complete without a delectable dessert. Choices include Crêpes Suzette, Apple Tarte Tatin, Profiteroles with Hot Chocolate Sauce, Artisanal French Cheese Plate and Rudi's famed Souffle – a version of the Salzburg Nockerl.

Rudi's Sel de Mer will be offered for a set price of \$49 per person for dinner, and reservations are recommended.

Master Chef of the High Seas

An internationally respected food authority, Rudi Sodamin is the most highly decorated chef working on the world's oceans today and is considered among the hospitality industry's most-innovative chefs. As Holland America Line's culinary consultant and chairman of its celebrated Culinary Council, he is the driving force behind the development of fine dining at Holland America Line. He has earned numerous awards for his creative approach and is credited with innovations that continue to improve standards industry wide. Sodamin has authored 13 cookbooks. A 14th will be published later in 2017. Rudi is a member of the prestigious Academy Culinaire de France, the Maîtres Cuisiniers de France and an honoree member of the noble Club des Chefs des Chefs, whose members cook for presidents, kings and prime ministers.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/3jihcjou>.

Find Holland America Line on Twitter, Facebook and the Holland America Blog. Access all social media outlets via the Online Communities quick link on the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations,

South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, ms Koningsdam, delivered in April 2016, as well as a second Pinnacle Class ship, ms Nieuw Statendam, due for delivery in November 2018. A third Pinnacle Class ship, due for delivery in 2021, recently was announced.

The company recently announced \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge onboard at an America's Test Kitchen show; Explorations Café, powered by The New York Times and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.