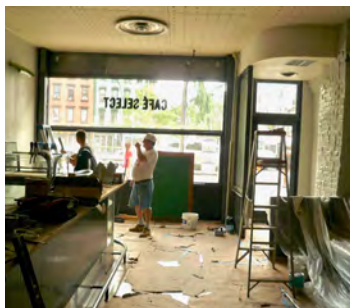
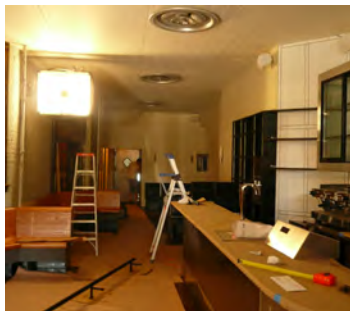


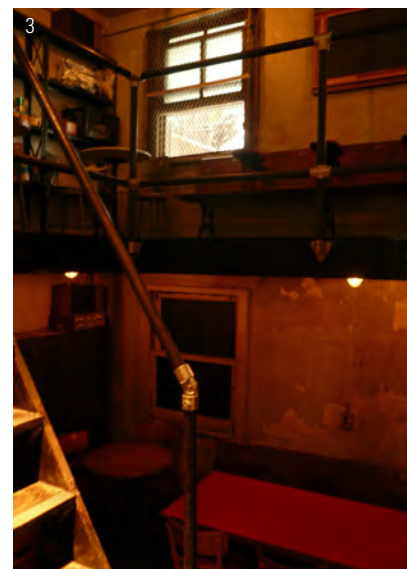


# CELEBRATING 10 YEARS





The making of...



1. The Nook Room with Swiss Celebrity Wall  
2. The infamous Back Room Mezzanine  
3. The Back Room in its glory days  
4. The Builders



# TEN YEARS OF CAFE SELECT



Although many people think we're much older, Café Select opened its doors ten years ago—May 30, 2008.

Café Select wasn't an overnight success. In fact, the first two years were rough, and we had a hard time to convince people of our vision. To be totally frank, most people don't think of Swiss-inspired food when they're deciding where to go and what to eat for dinner. People weren't sure if we were a coffee shop, a restaurant, or a bar. We were all those things, but it took some getting used to. As if that wasn't confusing enough, we also opened the back room as a hidden bar that turned into a late-night venue of debauchery.

Making things worse, we had a disgruntled neighbor who had set out to destroy us, the result being intense scrutiny from every New York agency concerned with regulating "nightlife." As a result our sidewalk café application was withheld for over two years, the back room was shut down, and we even received fines for our awning on Lafayette Street. It didn't look good for Café Select for a while, but we fought through it all. Now our regulars know we're a café AND a restaurant AND a bar AND a meeting place. We open for breakfast at 8am and we don't shut our doors until 2am.

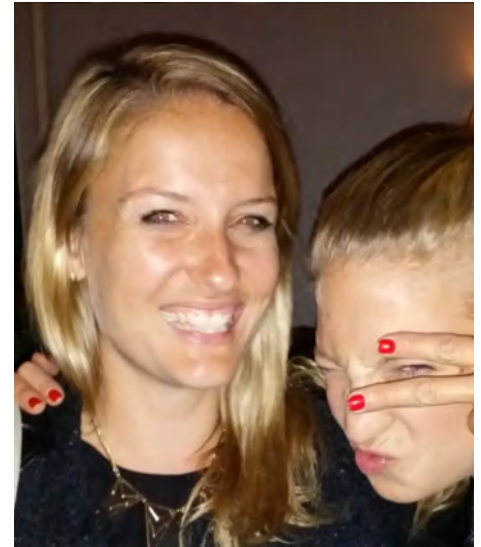
Eventually our weakness became our strength. We became the only place to go for roesti, fondue and raclette—Swiss comfort food staples. Customers threw temper tantrums if we were out of signature dishes like our schnitzel sandwich or bratwurst. We were like three places in one, and transformed our back room into an apre-ski fondue chalet in the winter, only to completely switch out the décor in the summer to turn into Cervantes' Oyster Shack. Tell us which restaurant you know does that!

Now after ten years we look back and we are both proud and humbled. We would like to thank everyone who has been a member of our "dysfunctional family" over the years. There are too many names to mention (and inevitably we'll forget a name or two and feel bad). But each and every one has contributed in one way or another in giving Café Select its soul and a special aura in an increasingly corporate restaurant industry. We have team members who have been with us since day one and we're very proud of that. Of course very special thanks go to all the people behind the scenes, the Select crew you may not see but whose hard work keeps our doors open, and who have helped made us a downtown staple for the past ten years.

Thank you from the whole Café Select family!



Staff Party Beach Day, Fort Tilden



Vivian and Sarah



Orlando: Always in style!



Tizia Sertimer and Kaitlin





# THE TEAM

Front-of-house, the kitchen crew and all of the countless people behind the scenes, here are the people that have kept Café Select up and running for a decade.



Ursula, Alex, Allison, Cervantes



Top: Rick Wilson and Kevin Tong  
Bottom: Phoebe Azario and Meryl Heinemann



Selina Wenger





Leigh blends in with the colors



Cameron looking ahead



Cristian Balint: I'm losing my mind right now...

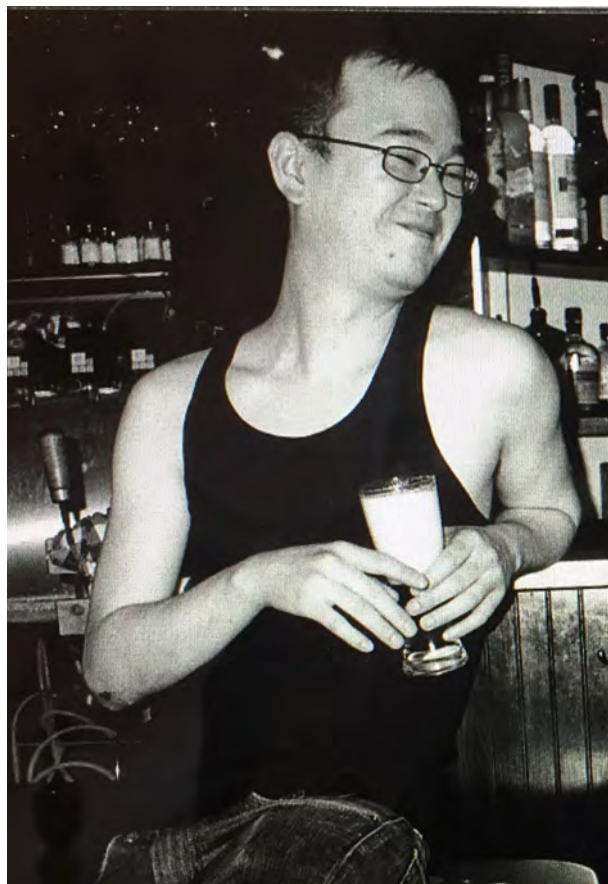


Who said you can't serve and smoke?





Goofin' off...

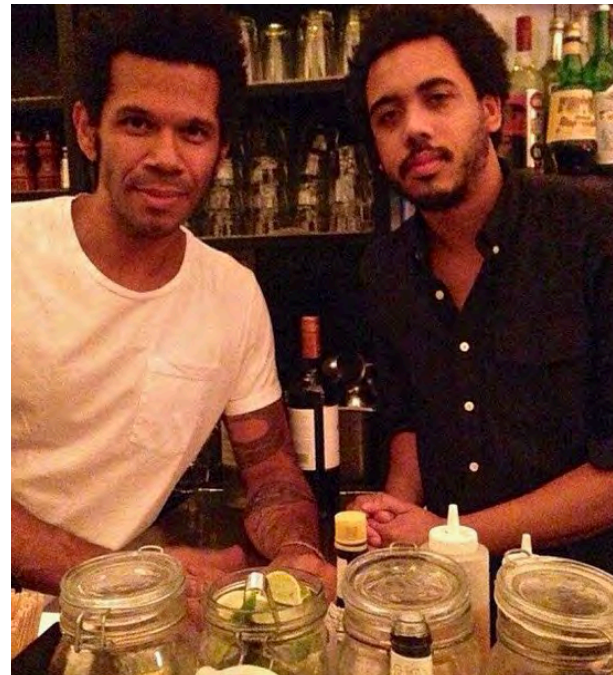




I thought our uniforms were unisex!



Fashion victim



Gbathokai and Rashad are sooo cool





Staff meal!



Abel and Oscar: "Triple Tier baby!"





Jamie we still love you! Come back.



Esra at the staff party at Happy Ending



The boys! Schools, Nate and Kevin



Leave us alone, we are eating now!



Natalia at the staff party at Happy Ending



Josie getting into character



Top: Benoit showing Benoit  
Bottom: Allison "I'm late for work, need to finish my hair."





Haley and Oscar: That's hot!



Staff party with Kermit





Regina and Benoit



Antonio and Roya





JC: Loving the music!





Clockwise from top left:  
Brani, is that you?  
Ingrid Roettele and Andre  
Yeshe  
Rashad and Kat



# MOMENTS

There were many memorable moments over the years that could only happen at Café Select since we always let things get out of control.

We remember a secret after-party for Yeah Yeah Yeahs where a limbo dance broke out using a toilet paper roll grabbed from the bathroom as the limbo stick (and yes, we received noise complaints at 5am).

We remember Jonah Hill and Michael Cera sitting next to each other at table 23 (after Superbad came out) and we had to restrain the staff from re-enacting the “lube scene” in front of them.

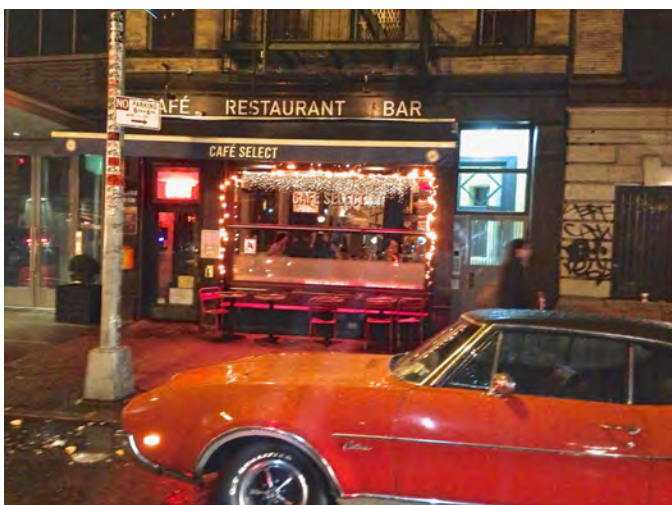
We remember how during one New York Fashion Week Vivienne Westwood liked our casual atmosphere so much she refused to go to any of the scheduled after-parties that night, resulting in an impromptu Vivienne Westwood party at Select and how proud we were!

We remember the night President Obama was elected.

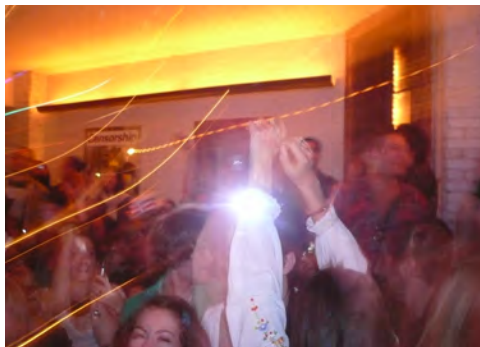
These are a few of the unforgettable moments that are “lost in time.” Most moments can’t be caught on camera—you really, truly had to be there. Every day a new theater performance without a script starts at Café Select. We never know what will happen—we just know we want to be there to set the stage, take part, or just be a witness to it!

And lastly we have to give our biggest thanks to you, our regular and loyal customers, for sticking with us over all these years. You are the ones who have kept Café Select alive. You are the ones who give us the belief to keep going over this past ten years and to be excited for ten more to come, and ten more after that.

Time to celebrate Café Select’s tenth anniversary—prosch, santé, salute, and cheers!



Clockwise from top left:  
Opening night; Back Room turned into Cervantes' Oyster Shack; Fleet Week, Oliver's car

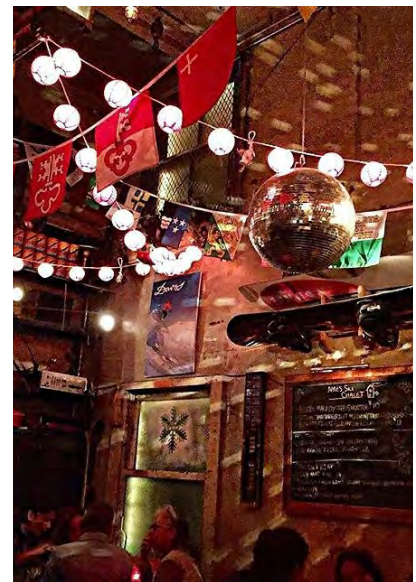


Obama's election night, November 2008  
We gave out all our Champagne for free!  
We lost about 200 glasses that night, all broken on the floor...





Blizzard in January 2016. MTA shut down. No cooks—no problem! Managers Charlie and Benoit take over the kitchen.





Superstorm Sandy, October 2012.  
New York City shut down for a week with no power.  
We stayed open. Here are all the friends who helped us stay open.  
We won the battle!



Superstorm Sandy, October 2012.  
We turned into a soup kitchen. No phones, no electricity.  
It didn't stop this gentleman from playing keyboards on the right

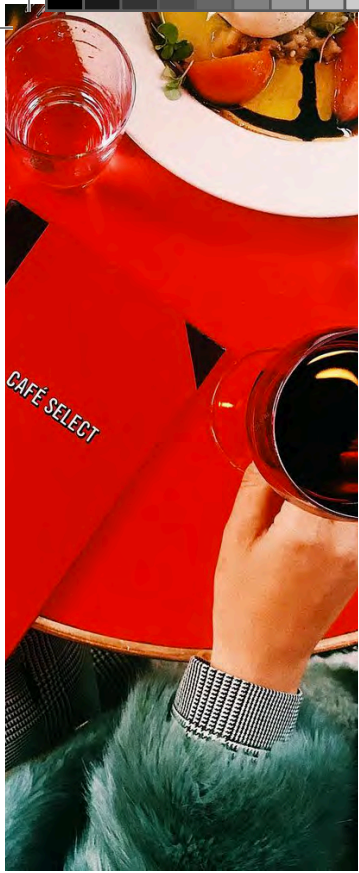


World Cup Final 2010: Netherlands vs Spain





NYE 2008/9 Wig Party at Cafe Select



Board Room Meeting

# SEEN AT SELECT

Over the years we've spotted a few faces from the runway to the silver screen at Café Select. Guess they really are just like us.

These are a just a few of those who have passed through Café Select in the past ten years:

Adam Sandler  
Adrian Grenier  
Alexa Chung  
Alexander Scarsgård  
Benedict Cumberbatch  
Billy Rohan  
Björk  
Brian Newman  
Daniel Kessler  
Dave Navarro  
Dev Heynes  
Ed Koch  
Emily Ratajkowski  
Ewan McGregor  
Fisher Stevens  
Frederique Van Der Wal  
Ifenesh Hadera  
Jeremy Piven  
John Turturro  
Jonah Hill  
Jonas Brothers  
Karen O  
Mark "The Gonz" Gonzalez  
Matt Dillon  
Michael Cera  
Michael Stype  
Mike D  
Mike Meyers  
Nick Zinner  
Nina Agdal  
Norman Reedus  
Philip Seymour Hoffman  
RA The Rugged Man  
Ricky Powell (Photographer)  
Scarlett Johansson  
Slick Woods  
Sophie Turner  
Tyler, The Creator  
Tyra Banks  
Vivienne Westwood





# THE POSTCARDS

Over the years we've created a bunch of postcards in traditional Swiss vacation style.

See anyone you know?





THANK YOU!  
See you again soon.

