



For Immediate Release

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Pine Canyon Names New Director of Food and Beverage

FLAGSTAFF, Ariz. (October 23, 2018) – [Pine Canyon](#), a private master-planned golf course and residential community in Flagstaff, Arizona, has named Jeff Berkowitz as its new director of food and beverage. Berkowitz assumed his new role this month.

Berkowitz brings more than 30 years of industry experience to Pine Canyon, where he will collaborate with Chef David Lapinski to develop and foster a world-class dining experience for club members and their guests. Prior to joining Pine Canyon, Berkowitz served as general manager at a number of upscale dining destinations, including Dominick’s, Capital Grille, Morton’s of Chicago and Del Frisco’s Grille.

As a veteran of the hospitality industry, Berkowitz has earned a reputation as someone who embraces the finer points of service, from guest engagement to a focused attention to the details.

“Jeff understands the subtle differences between a great dining experience and an exceptional one, and that valuable influence will not go unnoticed at Pine Canyon,” Marty Hoeffken, Pine Canyon General Manager, said. “We look forward to the collaboration between Jeff and Chef David, and anticipate inspired offerings from this dynamic and worldly team.”

A Valley resident for more than 40 years, Berkowitz’s new role with Pine Canyon will allow him to experience his first dose of cold weather and snow since relocating to Arizona from the East Coast in the mid 1970s. Berkowitz assumes his new role as the club is preparing for its signature seasonal events, including traditional Thanksgiving and New Year’s celebrations.

About Pine Canyon

Located adjacent to the Coconino National Forest, [Pine Canyon](#) is a more than 620-acre private, luxury golf course community in the high country of Flagstaff, Ariz. In addition to its 18-hole championship golf course, Pine Canyon boasts stunning views of the San Francisco Peaks, an award-winning 35,000-square-foot clubhouse, a second expansive recreation-focused amenity building, and a number of other family-oriented offerings. Real estate options at Pine Canyon include detached mountain cabins, paired homes, townhome trios and custom estate homes and homesites.

Pine Canyon is a development of Symmetry Companies, a residential and lifestyle company focused on creating member balance, and is also a member of the The True Life Companies. The True Life Companies is a strategic real estate investment and management firm composed of top-tier professionals with more than 200 years of combined industry experience in all facets of real estate acquisitions, development, management and homebuilding.

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