



500 SE 17th Street, Suite 224
Fort Lauderdale, FL 33316
o 954 583 1377
f 954 522 2886
imayachts.com

FOR IMMEDIATE RELEASE

Yacht Owner Advocacy Firm IMA Yachts Names Veteran Crew Placement Expert Beverly Grant as Its New Director of Crew Solutions

FORT LAUDERDALE, FL – MARCH 2, 2010 – IMA Yachts is pleased to announce the addition of veteran yachting industry expert Beverly Grant to its Fort Lauderdale staff. Grant, the founder of well-known Fort Lauderdale catering and crew placement firm Culinary Fusion, will serve as Director of Crew Solutions for the international yacht owner advocacy firm.



“We are delighted to welcome Beverly to the IMA Yachts team. As our new head of Crew Solutions, she brings a wealth of experience and depth of knowledge to the table that immediately will benefit both our clients and the rest of our staff,” said IMA Yachts Chief Operating Officer Mark Tortora. “Our company’s goal is to serve as a trusted advocate for luxury yacht owners throughout the entire lifecycle of their vessel, from new construction and certification, to management and operations, to refit and eventual resale. Beverly’s new Crew Solutions department will help ensure that our clients’ crew staffing needs are fulfilled to their total satisfaction.”

Beverly Grant began her career as a yacht chef in 1975. She delighted the palates of owners and guests onboard a wide variety of vessels – as well as in private homes – for more than two decades. In addition to founding Culinary Fusion, Grant also has owned three restaurants, and served as advisor and director of crew placement and catering

for The Grateful Palate, a fixture of the Superyacht scene on Fort Lauderdale’s SE 17th Street.

Photo by Suki@yachtingtoday.tv

While running the crew placement operation for Culinary Fusion, Grant perfected her “hands-on cooking interview”, which typically requires prospective yacht chefs to prepare and serve a three-course meal. She has also led crew training seminars around the world.

“I had always specialized in internal yacht crew, but through IMA Yachts Crew Solutions, we will be providing placement for the entire spectrum of crew positions, including captains, mates, engineers and deckhands, as well as chefs, stews, and pursers,” Grant said. “I am excited to join the IMA Yachts team because I know them and admire their passion and professionalism. I am looking forward to working within such a well-integrated, supportive system to provide yacht owners and captains with the best service in the industry.

Contact: Beverly Grant at IMA Yachts Crew Solutions (954)583 13 77
b.grant@imayachts.com www.imayachts.com