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### **AHMED PROMOTED TO EXECUTIVE CHEF, HARBOUR TOWN AT THE SEA PINES RESORT**

**Hilton Head Island, S.C. (May 31, 2018)** – Credited with improving culinary experiences at [The Sea Pines Resort](#) during the past year, Chef Farid Ahmed has been promoted to the position of Executive Chef, Harbour Town.

Farid—who has been Chef de Cuisine at Links, an American Grill, since joining The Sea Pines Resort in February 2017—will remain responsible for the culinary offerings at Links while also directing the cuisine at the award-winning Inn & Club at Harbour Town, including in-room dining, banquet operations, conference center, Harbour Town Bakery & Café, and Sundeck Café.

“Chef Farid has made significant progress with team building, consistency, and quality of experience at Links, which is an important venue at the resort,” said Matthew Roher, Director of Food & Beverage at The Sea Pines Resort. “We look forward to Chef Farid’s leadership as we continue to progress in all of these areas.”

Ahmed grew up in Rochefort, a town in midwest France known for its famous Roquefort blue cheese. Part of a multi-cultural family, he was exposed to a variety of food from an early age – classic French cooking from his mother’s side and Indian/Pakistani techniques from his father’s side. He was working in food service by age 15, learning an array of preparation techniques from seafood to Southern barbecue.

“I am always inspired to be more creative by world-class chefs,” Ahmed said. “By trying new techniques in the kitchen or bringing food prep up to the next level to stay competitive, I want our kitchen staff to be relevant, preparing dishes in better ways and trying new menu items.”

Ahmed graduated with honors from Le Cordon Bleu College in Atlanta in 2007. He worked as Chef de Cuisine for 10 years at Pinehurst Resort before joining The Sea Pines Resort culinary team.

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#### **About The Sea Pines Resort**

Situated on the southernmost tip of Hilton Head Island, the legendary Lowcountry destination features five miles of unspoiled beaches, 21 clay tennis courts, 14 miles of bike and walking trails, horseback riding, Eco-Adventures, water sports, and the 605-acre Sea Pines Forest Preserve filled with wildflowers, wetlands, and more than 130 species of birds. As the first Eco-planned destination in the U.S., The Sea Pines Resort has become the blueprint for numerous beach developments around the country.

One of the crown jewels in the world of golf, The Sea Pines Resort is home to Pete Dye’s classic Harbour Town Golf Links (home of the PGA TOUR’s RBC Heritage), Heron Point by Pete Dye, and Atlantic Dunes by Davis Love III.

Guests may choose from an array of accommodations, including 300 villas, 100 rental homes, and the luxurious 60-room Inn & Club at Harbour Town, a Forbes Four-Star boutique hotel and Preferred Hotel Group member. The resort's best-in-class collection of golf courses, amenities, meeting facilities and accommodations makes Sea Pines one of the most sought-after leisure and group destinations in America.

For more, visit [www.seapines.com](http://www.seapines.com) or call (866) 561-8802.