



ZED451 OPENS IN MIZNER PARK, DOWNTOWN BOCA RATON

BOCA RATON, FLA. (November 5, 2008) - **ZED451**, a revolutionary restaurant concept of original cuisine and delivery, service intelligence and unprecedented design, opened on the southwest corner of Boca Raton's trendy Mizner Park lifestyle shopping center on November 10, 2008. **ZED451's** launch marked the official opening of the newly developed Mizner Park Cultural Arts Center.

Boca Raton is the first location for **ZED451** outside of Chicago, where the critically acclaimed flagship restaurant is located in the heart of downtown. "Boca Raton is home to some of the nation's most sophisticated diners, which is why we selected this market as our first foray outside of the Chicago area," said Chief Operating Officer Bill Bartlett.

The concept behind **ZED451** is considered revolutionary in that it takes the three core attributes of the restaurant experience – cuisine, service, and environment – and reinvents them simultaneously. **ZED451** is intended to feel more like attending a party in someone's home than dining in a restaurant.

Original Cuisine

Dining in the round. The cuisine at **ZED451** – modern upscale grilling – includes fire grilled steaks, ribs, fish, poultry and game served tableside by the chefs who created them. At any time, guests are invited to help themselves to several Harvest Tables, featuring seasonal soups, composed salads, artisan cheese and charcuterie. The fixed price is intended to inspire experimentation and discovery. "The beauty of our menu is that there is no risk," says Steve Byrne, Director of Culinary Operations. "You can try something new like antelope or wild boar sausage and if you like it, have more. If not, move on."

ZED451's prix fixe dinner menu of \$55 includes unlimited offerings from the Harvest Tables, Chef Selections and Market Sides. Desserts, including Dirty Banana Sundae and Key Lime Pie, are available for \$10. The cost is \$33 to dine solely from the Harvest Tables. Children age 6-10 are \$27.50; and ages five and under are complimentary. Brunch is served on Sundays from 11:30 am until 2:30 pm for \$33 per adult, and \$22 for children age 6-10. Lunch service will begin in late November.

Service Centered on Guest Interaction

ZED451 breaks down the barriers between the front-of-house and the back, thereby fostering the relationship between the chef and the guest. Instead of servers and runners, dishes are delivered tableside by the chefs who created them.

By selecting which foods to sample from the various offerings, when to sample them and how much, the guest is able to control the pace and portions of their dining experience.

In addition, the staff at **ZED451** is trained to serve as a concierge by helping customers make reservations at other restaurants, lounges and bars following their meal. A **ZED451** shuttle is available to pick up and return guests to their hotels or take them to their next destination.

Unprecedented Design

ZED451 in Boca Raton is a 14,000 square foot space designed by renowned architect Chris Smith (**ZED451**, Chicago; Buddakan, Philadelphia and New York; Grayz, Restaurant 81 and Haru, New York; OLA and Strike, Miami; and Charlie Palmer Steak, Las Vegas.) **ZED451** is Smith's first Boca Raton project. RCC Associates is constructing the 338-seat restaurant.

A rich landscape of natural elements with a highly stylized, contemporary edge makes up the look of **ZED451** in Boca Raton. Unlike most restaurant designs with a single main dining room, **ZED451** breaks up the space, offering guests many options from which to choose. Anticipated to be one of the most popular areas of the restaurant is the 3,000 square foot patio with an indoor/outdoor bar. Guests will be able to choose from a number of different cozy seating options surrounded by a water feature, or in front of the fireplace. The indoor lounge features a glass-enclosed wine cellar and tasting room with a live edge wood table and custom wine glass chandelier. Another focal point is the large communal table in the center of the restaurant, which is surrounded by the completely open kitchen and lavish Harvest Tables. There are several private dining areas throughout the restaurant, including a glassed-enclosed wine room with a fireplace. Wood floors, stone accents and artistic lighting provide a sense of comfort, which are contrasted by the clean lines of the white leather seating. "Guests have described the space as 'rustic and sexy,'" says Chief Brand Officer Daniel Harf. "The most common response I get when I give someone a tour is, 'Wow!'"

The name, **ZED451**, was derived from the combination of the last letter in the British alphabet and the temperature fire starts. The name reflects the experience: Zed, "the end," represents the culmination of the owners' experiences in the restaurant industry, and 451, or "FIRE" symbolizes how the experience begins.

ZED451 in Boca Raton offers dinner seven days a week beginning at 4 p.m. Reservations can be made by calling (561) 393.3451; through the restaurant's website, www.zed451.com, or via email at bocaraton@zed451.com. The restaurant is located at 201 Plaza Real in Boca Raton's popular Mizner Park outdoor lifestyle center.



FACT SHEET

LOCATION/ADDRESS: 201 Plaza Real, Suite 1203
Mizner Park
Boca Raton, FL 33432
561.393.3451 (561.3ZED451)
www.zed451.com
email: bocaraton@zed451.com

OPENING DATE: November 10, 2008

TOTAL SQUARE FEET: 14,000

SEATING CAPACITY: 338

BAR SEATING: 100

ARCHITECT: Chris Smith

CONTRACTOR: RCC Associates

KEY MANAGEMENT: Bryan Lockwood, President, Tavistock Restaurants
Daniel Harf, Chief Brand Officer
Bill Bartlett, COO
Steve Byrne, Director of Culinary Operations
Tim Fannin, General Manager
Chef Armando Galeas, Executive Chef

HOURS OF OPERATION: Monday-Wednesday, 4:30 pm – 10:00 pm
Thursday-Saturday, 4:30 pm – 11:00 pm
Sunday Brunch, 11:30 am – 2:30 pm
Sunday Dinner, 4:30 pm – 10:00 pm

Lounge
Monday-Wednesday, 4:30 pm – midnight
Thursday-Saturday, 4:30 pm – 2:00 am
Sunday, 11:30 am – midnight

PRICES: Lounge Menu: \$15 - \$65
Dinner: \$55 per person; \$27.50 children 6-10;
free for children under 5
Harvest Tables only: \$33 per person
Brunch: \$33 per person; \$22 children 6-10
Desserts: \$10

CUISINE: Modern, upscale grilling

SIGNATURES: The Ocean Harvest; Red wine poached pears with orange balsamic dressing; 24-hour marinated Chili-Rubbed Ribeye; Slow Roasted Short Ribs served with housemade horseradish cream; Fire grilled Blue Marlin with lemon aioli; Key Lime Pie

BEVERAGES: Liquid Market Cocktail Menu featuring hand-crafted, seasonal cocktails such as Gingered Bourbon Lemonade; Blackberry Mojito and Blueberry Thyme Martini. International wine list with 25 selections by the glass, and by the flight.

RESERVATIONS: Call 561.3ZED451 or email bocaraton@zed451.com

CREDIT CARDS: All major credit cards accepted

PARKING: Complimentary Valet; complimentary parking on the street or in any of the Mizner Park garages

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IMAGES AVAILABLE FOR DOWNLOAD AT www.ZED451.com/media



the concept

ZED451 is a revolutionary restaurant concept featuring original cuisine and delivery, service intelligence and unprecedented design. The name, ZED451, was derived from the combination of the last letter in the British alphabet and the temperature fire starts. The name reflects the experience: Zed, "the end," represents the culmination of our experiences in the restaurant industry, and 451, or "FIRE" symbolizes how the experience begins.

restaurant

Let go of everything you used to think about dining and enter a warm and stylish world of artful design and relaxing and indulging abundance. For one price, chefs serve their specially prepared dishes tableside while a bounty of seasonal soups, composed salads, fresh vegetables prepared in unique ways, cheeses and breads await you at the Harvest Tables. Here, you are catered to by an engaging staff in an environment that evokes a warm landscape of natural elements with a highly stylized edge. ZED is dining, redefined.

the lounge

A destination to itself, the lounge at ZED451 is the place to go for one of our Liquid Market cocktails or a bite from the lounge menu. With intimate lighting, music, food and drink to stir the soul, and a crowd of people you feel happy to be with, the lounge is 451 degrees away from ordinary.

what to expect

Dining in the round. ZED feels more like attending a party at someone's home than dining in a restaurant. Throughout the experience, specially prepared dishes are presented tableside by the chefs who created them. At any time, help yourself to the seasonal Harvest Tables. Take as much—or as little—as you wish. At ZED, you control the pace and portions of your meal. Stay as long as you wish and consume what you desire.

food

Modern upscale grilling. The food at ZED is about discovery, experimentation, abundance and indulgence: fire grilled steaks, ribs, seafood, poultry and game served alongside comfort food Market Sides. Massive Harvest Tables laden with housemade soups, inspired salads, artisan cheeses, breads and charcuterie. Decadent desserts and sophisticated cocktails and wine. The ZED experience will leave you wanting for nothing.

drink

Inspired by the seasons and featuring house-infused spirits and fresh ingredients, our Liquid Market cocktails are downright dangerously delicious. An international wine list, with options by the glass, flight or bottle, makes for a fascinating fireside read. Whether you stick with your favorite or try something new, each drink is artfully prepared by our bar chefs with the same love we pour into everything we do.