

# **LOBSTER BAR**

## SEA GRILLE

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Miami Beach

**January 30, 2017**

**Press Release**  
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## **LOBSTER BAR SEA GRILLE-MIAMI BEACH OPENING MARCH 1, 2017** *Buckhead Life Restaurant Group to Open In Miami Beach's South of Fifth Neighborhood*

**MIAMI BEACH, FL. – JANUARY 30, 2017** Lobster Bar Sea Grille, located at 404 Washington Avenue in the heart of Miami Beach, is pleased to announce it will begin taking reservations mid-February and will open for dinner early March 2017. The famed seafood restaurant is the newest concept from the national award-winning Buckhead Life Restaurant Group of Atlanta, Georgia, and owners of the popular Chops Lobster Bar and City Fish Market in Boca Raton and sister restaurant Lobster Bar Sea Grille in Fort Lauderdale. Guests can look forward to a restaurant with a sophisticated atmosphere complete with modern-contemporary nautical touches.

“I have been conceptualizing this version of Lobster Bar-Sea Grille for more than eight years,” said Buckhead Life's Founder and CEO, I. Pano Karatassos. “From the atmosphere, to the menu and service, this restaurant will be extraordinary, with the energy and culture of Miami Beach.” Karatassos acknowledged, “A superb restaurant is never complete without a first class staff that is dedicated, passionate and professional. We have chosen an opening team of proven Buckhead Life veterans to ensure that when we open the doors, we live up to the standards of first class service we have set throughout the company.”

The culinary team will be headed up by Executive Chef Arturo Paz, who joins to the company having worked in some of the most prestigious restaurants in Los Angeles and Miami. Most recently, Chef Arturo served as executive chef for Cleo, a Mediterranean restaurant voted “Top Ten Restaurants in South Beach” by Trip Advisor. In the Buckhead Life tradition, he will work directly with Corporate Executive Chef Pano I. Karatassos and be surrounded in the kitchen by “Buckhead Lifers” who will join the team from the company’s other locations.

The menu offers four signature categories:

1. Live Lobster Experience- featuring superior Canadian hard shell lobsters from the deep, icy waters of Nova Scotia - considered to be the Rolls Royce of Lobsters. These succulent lobsters are offered with selections of basted butter flavors. For the purest, live lobsters up to 4 pounds, are offered steamed to 145 degrees, fully cracked and served with traditional drawn butter and lemon.
2. Whole Fish Experience- featuring whole European and local fish. Expertly prepared in the Mediterranean technique of grilling and basting with lemon, oregano and E.V. olive oil, the fish is served filleted by our staff for the guest's enjoyment.
3. USDA Prime Signature Steaks- A full line of USDA Prime signature steaks from Chops Lobster Bar hand selected and custom aged by Allen Brothers of Chicago and Halpern's Black USDA Diamond Prime. Legendary at both the Chops Lobster Bar in Atlanta and Boca Raton, these steaks are the hallmark of our company.
4. Unique Seafood Specialties & Appetizers- An array of sharable appetizers kick-off the dining experience and includes a variety shellfish on ice, crudo of pristine fish, sashimi, ceviche, tartares, as well as buttery house-cured salmon, French tarts and other appetizer specialties. Smaller composed seafood entrees round out the menu.

At the entrance to the dining room, a white marble ice display showcases each day's catch. Buckhead Life's dedicated staff is committed, through extensive travel and research, to procure through direct relationships with some of the most reliable and reputable fishing contacts in the United States and Europe. As a result of these direct relationships, Buckhead Life has eliminated the need for middle-man suppliers providing Lobster Bar Sea Grille with the unique ability to air freight, transport and serve the most pristine fish available.

The dining room features soft white herringbone subway tiled walls and arched ceilings, reminiscent of the famous Oyster Bar in New York City's Grand Central Station. Warm custom lighting creates an intimate and inviting ambience. Just off the main dining room is a Honduran mahogany paneled private board room that can accommodate up to 20 guests and a large private dining room for 100 guests. Principle designer and award winning architect, Bill Johnson, noted, "The design is timeless and packed full of energy."

The vibrant spacious lounge has a U-shaped white Carrara communal marble top and a set of exquisite one-of-a-kind led crystal chandeliers, custom-made to resemble light house lenses. The lounge offers guest more relaxed dining, with comfortable banquettes and booths. Channel-backed seating surrounds the bar with the plush comfort of a luxury yacht. Clusters of comfortable club and settee sofas are located near the entrance and bar for cocktails before or after dinner, making it the perfect place to see and be seen or meet friends, or business associates. Adjacent to the lounge is a fully covered outdoor patio with cushioned furniture, ideal for cocktails and light dining.

Buckhead Life, known for creating opportunities for its dedicated staff, announced that Bobby Asare, a veteran of the company since 2006, has been chosen as the General Manager for the new restaurant. Asare served as Assistant General Manager of Lobster Bar Sea Grille in Fort Lauderdale and other Atlanta Buckhead Life restaurants. "Bobby is a rising star in our company and perfect for Miami Beach," said Karatassos. "Between his commitment to customer service and his ability to create unique dining experiences for our guest, he has the ability to build a very loyal following."

Lobster Bar Sea Grille will be open for lunch and dinner seven days a week. For more information, please visit [buckheadrestaurants.com](http://buckheadrestaurants.com) or call 355.377.2675. For up-to-date news and happenings, follow on Facebook at Facebook.com/LobsterBarSeaGrilleMiamiBeach and on Instagram & Twitter @LobsterBarMiami. ####



### **About Buckhead Life Restaurant Group**

Buckhead Life owns and operates 12 highly successful restaurants: three in South Florida: Chops Lobster Bar and the City Fish Market in Boca Raton, Lobster Bar Sea Grille in Fort Lauderdale and 10 nationally acclaimed restaurants in Atlanta. Lobster Bar Sea Grille Miami Beach will be Buckhead Life's fourth major restaurant in South Florida, but their first Miami location. The design of the restaurant was created by award-winning Johnson Studios and Oliver Carter & Associates, both based in Atlanta.

### **MEDIA CONTACT**

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**ARTURO PAZ**  
**EXECUTIVE CHEF**

Arturo Paz joins the Lobster Bar Sea Grille team as Executive Chef and brings a rich and diverse background and a passion for good food. Born and raised in San Juan, Puerto Rico, Executive Chef Arturo Paz came to the United States at the age of 17 after being accepted at Cornell to study architecture. However, finding winter in New York unbearable, Paz transferred to Tulane University in New Orleans, a move that would propel him into some of the most respected kitchens in the country. Paz spent his days at a drafting table at Tulane’s school of architecture and his nights working as a prep cook at Commander’s Palace under Chef Emeril Lagasse and Jamie Shannon in the late 1980s when Creole Cuisine was first entering the national spotlight. But Paz’s passion for cooking didn’t end when he earned his degree in architecture, and several years of quietly designing buildings for an architectural firm left craving the excitement of the line.

Paz decided to pursue his passion and set his sights on Miami, an international food capital, where the familiar Latin American ingredients of his youth were mainstream. “Chefs were coming from all over the nation and using ingredients that I grew up with but elevating them to the level of fine dining. It was incredibly eye-opening.”, Paz recounts. His passion for cooking only grew as he moved to several acclaimed restaurants, taking on greater roles with each move, and eventually earning the position of Executive Chef at BANG in South Beach. For Paz, each move represented new learning opportunities, and he attributes much of his success to his passion for learning, a quality shown clearly by his decision to formally study cooking at Johnson & Wales in Miami even though he already held the Executive Chef position.

After graduating from Johnson & Wales in 1993, Paz held the position of Executive Chef at nationally acclaimed restaurants like Ocean City’s Phillips Seafood, Hollywood’s Republic Restaurant & Lounge, and Miami’s Karu & Y, Baleen, and most recently Cleo. For Paz, each

dish is about creation and harmony, something he learned as an architect, and with each plate you see a glimpse into Paz's broad life experiences. For Paz, cooking represents the ultimate art form and as he explains, "It's the only form of art that you can taste, smell, see, and feel."

Paz credits his original love of cooking to his grandfather, who loved cooking and would clip recipes from magazines and newspapers and paste them on index cards. Paz still has that box of index cards today. When he isn't in his chef whites, Paz can be found spending time at the beach with his wife Stephanie and son Arturo.

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**BOBBY ASARE**  
**GENERAL MANAGER**

Bobby Asare is a part of the new generation of Buckhead Lifers and is excited to lead the Lobster Bar Sea Grille, Miami Beach team as the General Manager. In addition to installing the beverage programs at two other highly successful Buckhead Life Restaurants in Atlanta and Fort Lauderdale, Bobby continues his long love affair of marrying food and wine in Miami.

Asare's earliest culinary memories are from his childhood in Ethiopia. His mother owned a café and bakery, instilling the sense of work ethic that he carries with him to this day. He and his siblings used to sneak in to the restaurant to watch her work. He loved the scents wafting from the kitchen, the chatter of happy guests, and the chaotic joy of a restaurant.

At age 19, Asare and his family moved to the United States. He studied Aeronautical Science at Embry Riddle University in Daytona Beach, but it wasn't long before he realized that his passion for restaurants had re-emerged. Just after college, he moved to Las Vegas to work at Mario Batali's hot spot Enoteca Sanmarco. The restaurant's strong wine culture introduced him to an entirely new aspect of the culinary experience. He soaked up the teachings of the well-known owners and, in a short period of time, was promoted to Jr. Sommelier.

In 2011, Asare moved to Atlanta to help his mother open a restaurant next door to a Buckhead Life Restaurant. It only took one look at the restaurant's expansive wine list for Asare to apply for a position. He worked as the Beverage Director there until 2014, when he moved to Ft. Lauderdale, Fl to help open Lobster Bar Sea Grille's sister restaurant.

When speaking of wine, Asare states, “Wine is the only beverage that tells you about itself without saying a word. You can taste where it came from, the soil it grew in, what the weather was like, how the grapes were handled. It is alive in the bottle. It’s a very human thing.”

Asare says the initial decision to move to Fort Lauderdale without any family was difficult for him, but he had a strong belief in Found and CEO, Pano Karratassos’, dream and passion for the dining experience. The move to Florida turned out to be the best move of his life. He met the love of his life, Maggie, and had his beautiful son, Zane.

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