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Yard House Restaurant Makes Its Florida Debut at Downtown at the Gardens in Palm Beach Gardens; Award-Winning Eatery Features 130 Taps of Beer, American Fusion Favorites and Late-Night Dining

PALM BEACH GARDENS, Fla.--(BUSINESS WIRE)--Dec. 19, 2005--South Floridians can now quench their thirsts and sup on American Fusion fare now that Yard House, an award-winning eatery founded by Florida-born Steele Platt, has opened. The restaurant, located at Downtown at the Gardens in Palm Beach Gardens, is open daily from 11 a.m. and offers lunch, dinner and late-night dining.

The opening was marked by a series of events and parties, including "9-1-1 for Kids" held this past Friday morning, which honored heroic children who utilized 9-1-1 in life-threatening situations. In attendance were Mayor Joe Russo, Council Member David Levy, and Palm Beach Gardens Fire Chief Keith Bryer, just to name a few.

For those not familiar with Yard House, the restaurant offers a tantalizing menu of more than 100 items as well as a prix-fixe children's menu and daily late-night dining. The American Fusion fare is the creation of award-winning Executive Chef and Partner Carlito Jocson. With a nod to his Filipino heritage, many of Chef Jocson's dishes feature flavors of the Pacific Rim paired with more traditional fare. The menu includes a creative list of appetizers, salads, sandwiches, rice and pasta dishes, as well as steak and seafood. Signature dishes include an ample and stacked California Roll, open-ended Moo Shoo Eggrolls, and an ample-sized Turkey Pot Pie.

Perhaps the pulse of the operations is the glass-enclosed keg room, which will house as much as 200 kegs and some 1,000 gallons of beer at any given time. An intricate network of more than five miles of steel tubing will stretch from the keg room to the signature island bar and its fleet of taps. In addition, an assembly of individual pumps circulating as much as 3,000 gallons of coolant every hour will keep the coppery liquid consistently fresh and perfectly chilled at all times.

"Palm Beach Gardens is growing at a steady rate, so when we decided to bring the Yard House concept east, Florida was definitely at the top of the list," said Florida-born Steele Platt, founder and CEO of the company. "The demographics are just right for us with a mix of affluent young families, couples and singles. I think our concept of great food, classic rock, and the world's largest selection of draft beer will be a departure from the other restaurants in town."

Yard House was among the first tenants to sign on to the Downtown at the Gardens project and, at nearly 11,000 square feet and a guest capacity of 581, the restaurant is one of the largest retailers to grace the center. The interior is a contrasting mix of warm woods, stainless steel accents and original artwork complete with a signature island bar and fleet of 130 handles with a handful of taps pouring locally-produced brews.

More than two-dozen flat screen plasma monitors are strategically placed throughout so guests can enjoy the latest sporting or news events. The state-of-the-art sound system features a library of more than 5,000 hand picked, digital titles of classic rock tunes with an eclectic mix of '70s and '80s hits along with rock and contemporary music. A new play list created daily from Platt's Southern California home is then sent on to the restaurant via the Internet. The custom sound system is so sophisticated that Platt can instantly alter or reprogram the music to reflect the age and preference of guests.

"Music is as equally important as our food, beer and service," says Platt. "We take the musical element very seriously. The one thing I don't want our guests to hear the clatter of forks, knives and spoons, which is typical in other restaurants. I want our guests to have fun and truly enjoy their dining experience at Yard House; music is part of that fun."

In addition to beer served by the half-yard and traditional pints, Yard House also offers a creative martini menu, sangria, premium spirits, and a select wine list. The restaurant also features Martinis & Beer, where guests can nosh on selected appetizers, including a variety of individual gourmet pizzas, at half price. During this weekday afternoon social hour, libations, including well drinks and house martinis, are offered at \$4 and \$5, respectively, while pints of draft beer are just \$3.

Yard House, which first opened in Long Beach, California, in December 1996, was recently lauded as having the "Best Beer List" by both Nation's Restaurant News and Cheers Magazine. The restaurant has also been voted consecutively as The Best Place to Meet People in The OC by the readers of Southern California's Orange County Register.

This is the first Yard House to open in Florida. Additional locations are found throughout Southern California, as well as suburban Denver, Chicago, and Phoenix. Yard House at Downtown at the Gardens is located at 11701 Lake Victoria Gardens and is open daily for lunch, dinner and late-night dining. For more information, call 561-691-6901 or take a virtual visit at www.yardhouse.com.

Contacts

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At A Glance

Yard House Restaurants, LLC

Headquarters: Irvine, CA
Website: <http://www.yardhouse.com>
CEO: Steele Platt
Employees: 1168
Organization: Private
Revenues: \$62,000,000 (2004)

*Source: via Business Wire
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