

# GRAND BOULEVARD

— Sandestin® —

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## **Mitchell's Fish Market Opens June 21 in Grand Boulevard**

**Walton County, Fla., February 27, 2007** - Even before its town center opens, Grand Boulevard at Sandestin is gaining a reputation as the premier destination for dining in Northwest Florida. There are currently five new restaurants confirmed and each is new to the area, exclusively located in Grand Boulevard. The latest fine-dining restaurant to announce its opening in the new mixed-use development is the award-winning Mitchell's Fish Market Seafood Restaurant & Bar, scheduled for a June 21 opening.

With a motto of "Fish any fresher would still be in the ocean," this Cameron Mitchell Restaurant is described as "absolutely, positively obsessed with freshness." The ever-changing menu will include more than 80 seafood choices, including local fish from the Gulf and "every coastline within culinary reach."

Every detail of dining at Mitchell's Fish Market is designed to take guests on a virtual vacation. The décor takes them to places relaxing, lively and coastal. Interiors are classically tailored and feature deep red mahogany woods, leather upholstery and handcrafted details. Inviting warm brick exteriors with sophisticated black awnings beckon guests to read the hand-painted signs displaying signature menu items and fresh seafood messages.

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Restaurant group founder Cameron Mitchell's enthusiastic approach, vast culinary training and experience are at the core of the success of his restaurant companies. His Columbus, Ohio-based company currently has nine concept restaurants in eight states for a total of 29 dining establishments.

Mitchell, a 1986 graduate of the Culinary Institute of America, says he "fell in love" with his culinary career at the age of 18 years old. "I love what I do – it's not really work to me," says Mitchell.

Mitchell describes dining as "a celebration of life" and his zeal carries over into several aspects of his restaurants, starting with what he terms his "raving fans." Mitchell says he wants his guests to be so excited about their dining experience that they talk about it to their friends and want to repeat the experience again and again. "It's the best advertising you can get," he says.

Citing the planned Panama City-Bay County International Airport expansion as one of the indicators that the local market has an excellent opportunity for long-term growth, Mitchell says he chose Grand Boulevard as the location for his newest restaurant because from a tenant standpoint "it is a home run."

"Howard Group, the developer, is doing everything right. There is nothing like Grand Boulevard anywhere in this area and nothing like it in the immediate future," states Mitchell. "When Grand Boulevard is completed it will have everything and be the best place to shop and dine."

**Grand Boulevard** is the new shop, work, play and stay town center being built in Northwest Florida. Based on the prominent mixed-use architectural model, when Grand Boulevard is completed, it will offer a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 837-1886.

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