

**GRAND
BOULEVARD**
— Sandestin —
TOWN CENTER



A HOWARD GROUP | MERCHANTS RETAIL PARTNERS DEVELOPMENT

**Emeril's Coastal Italian Restaurant Opens in Grand Boulevard at Sandestin Town Center
Late Spring 2017**

Chef Emeril Lagasse's new restaurant to offer a combination of modern Italian cuisines with local fresh Gulf seafood.

Miramar Beach, Fla. (Mar. 30, 2017) – When legendary chef Emeril Lagasse decides to open a new restaurant, it's a momentous occasion and people sit up and take notice. The award-winning restaurateur, cookbook author and television star has announced the opening of his newest restaurant, Emeril's Coastal Italian, which opens in Grand Boulevard late Spring 2017. Lagasse's newest restaurant joins the collection of premium restaurants based in the popular Town Center, located in the prestigious beach communities of South Walton, along the Gulf Coast of Northwest Florida.

“Grand Boulevard is a unique location and we can't wait to be part of the many offerings and businesses here. I've had a long appreciation and love for this part of Florida. We are thrilled to partner with the Howard Group and become more involved with the local community,” said Lagasse.

Chef Emeril is hands-on with his restaurants and personally created the new restaurant concept. He and his restaurant team have written, tested and developed the menu and recipes, including the research of local purveyors and experimenting with local ingredients.

Emeril's Coastal Italian combines the rich and diverse tradition of Italian cuisine with the bountiful variety of nearby fresh Gulf seafood and local ingredients.

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“I plan to put my own spin or interpretation on many traditional dishes but also explore some unique offerings that highlight the amazing local ingredients that we have at our fingertips here. You can expect to find a wide array of dishes on this menu that expand beyond your traditional Italian restaurant.” said Lagasse.

Opening a restaurant in Miramar beach has been of interest to the Lagasse’s for some time. Chef Emeril is an avid fisherman and has been fishing in the gulf waters for years. He and his wife Alden Lagasse are active members of the community and call the Gulf Coast their home base.

“Part of the appeal of opening in Miramar Beach and at Grand Boulevard is the proximity to my home and the ability for my whole family to be involved. My children have grown up in our restaurants and we are really looking forward to having this property so close, it’s practically in our backyard,” said Lagasse.

Lovelace Interiors have been selected as the Interior Design Firm in collaboration with Lovelace design associate, Alden Lagasse. Susan Lovelace, ASID, NCIDQ certified and has owned the esteemed Interior Design Firm in Miramar Beach since 1992. The design concept is an earthy mix of textures that create a coastal and casual feeling, with an elegant touch. Susan and Alden describe it as a collaboration between cuisine and design elements that enhance the experience of dining. They are striving to make Emeril's Coastal Italian something that is elevated beyond the ordinary and a complimentary fit to the many superb establishments located at the Town Center.

Keith Howard, President and CEO of Howard Group commented, "I admire the fact that Emeril and his family have been much appreciated and recognized local patrons of the Town Center for many years. Rarely, if ever, do we as developers have the opportunity to work alongside such a world-renowned chef who is also the owner and operator of this newly created Coastal Italian concept. We welcome Emeril and his family to our ever-growing Grand Boulevard Town Center, joining our many other premier dining, shopping and entertainment venues.”

Grand Boulevard is centrally located in the popular and affluent vacation community of South Walton, in Northwest Florida. With 13 restaurants and eateries located in the Town Center, Grand Boulevard attracts a large number of the permanent population as well as second home owners and the area’s many visitors who enjoy the shopping, dining, hotels and entertainment offered within the Town Center.

Emeril’s Coastal Italian restaurant is located at 435 Grand Boulevard, Suite 104, next door to the Town Center cinema

About Grand Boulevard

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida’s Beaches. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and

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dining options, entertainment, professional services, corporate offices and lodging. Grand Boulevard is a Howard Group and Merchants Retail Partners property. For more information, please call (850) 837-3099 or visit www.grandboulevard.com.

About Emeril Lagasse

Chef Emeril Lagasse is the chef/proprietor of 13 restaurants in New Orleans, Las Vegas, Orlando and Bethlehem, PA. As a national TV personality, he has hosted more than 2,000 shows on the Food Network, and is the food correspondent for ABC's "Good Morning America." Lagasse has appeared as a guest judge in four seasons of Bravo's hit food series, "Top Chef," was named a co-host for the tenth season of the "Rachael Ray Show," and in January 2016, he entered his fourth season of "Emeril's Florida" on the Cooking Channel. In September 2016, Amazon launched an original series featuring Lagasse called "Eat the World with Emeril Lagasse." Lagasse is the best-selling author of 19 cookbooks, the latest, Essential Emeril: Favorite Recipes and Hard-Won Wisdom from My Life in the Kitchen, was released in October 2015. In 2002, Emeril established the Emeril Lagasse Foundation to support children's educational programs that inspire and mentor young people through the culinary arts, nutrition, healthy eating, and important life skills. To date, the Foundation has donated more than \$7 million to community organizations in New Orleans, Las Vegas and on the Gulf Coast. Please visit emerilsrestaurants.com for more info.

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