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MIAMICENTRAL UNVEILS CENTRAL FARE, CULINARY MARKET WITH SIGNATURE FOOD AND BEVERAGE EXPERIENCES



Celebrity chefs Bryan and Michael Voltaggio join Miami restaurateurs to create vibrant food marketplace

MIAMI – May 9, 2016 – MiamiCentral, the new 11-acre mixed-use development in the heart of Downtown Miami and future home of the Brightline train service, today introduced Central Fare, a dynamic, urban marketplace. Central Fare will offer authentically crafted and carefully curated culinary experiences – featuring chefs Bryan and Michael Voltaggio, Richard Hales of Blackbrick Chinese; and Andres Barrientos and James Bowers of Miami Smokers, among others.

“Mirroring the vibrancy and cultural diversity of Miami, Central Fare will reflect the eclectic energy of its residents and travelers, providing authentic, well-crafted experiences bringing together food, beverage, ideas and community,” said David McIntyre, senior vice president of operations for MiamiCentral and Brightline. “This will be the new gathering place, a unique culinary destination, showcasing the talents of both local and national artisans, tastemakers and chefs.”

Opening in summer 2017, Central Fare will encompass approximately 50,000 square feet on the first and second levels of MiamiCentral. Featuring six restaurants and more than 20

food and retail purveyors, Central Fare and the Voltaggio restaurant are being designed by award-winning global hospitality design and concept firm, AvroKO.

Monger by the Voltaggio Brothers

The signature dining experience at the heart of Central Fare will be *Monger by the Voltaggio Brothers*, Bryan and Michael Voltaggio's first collaborative restaurant in Florida. Both known for their time on Bravo's Emmy-winning season of "Top Chef," the two have also been featured on various programming for the Cooking Channel, Food Network, and the Travel Channel, and their co-authored cookbook, "VOLT. ink," was released in 2011 to great acclaim.



The 10,000-square-foot restaurant will feature separate kitchens and coordinating dining areas to represent three distinct culinary resources: fishmonger, butcher, and green grocer. Guests will be able to curate their own meals through an interactive menu inspired by a vital yet simple part of most people's daily lives: the grocery list.

"MiamiCentral and Brightline are transformative projects and we knew right away that we wanted to be a part of it," said Bryan Voltaggio. "We have family in Florida and visit often. Creating a signature dining experience in South Florida is an important next step for us, and *Monger* will be unlike anything we've done before, and a capstone for Central Fare's already compelling offerings."

Central Fare, A Miami Marketplace

For Central Fare's overall architectural inspiration, AvroKO looked to the design philosophies of iconic Miami architect Morris Lapidus; the original railroad that Henry Flagler brought to Miami; and the natural landscape and materials of Florida. AvroKO combined these elements to create a contemporary market for the Miami of today. The entry from the adjacent Brightline terminal is framed by a hand-crafted entry gate, which layers a map of Miami with natural forms of the landscape. A botanically inspired art feature suspended in the double height entry lobby greets guests upon arrival.

The open area of Central Fare will take patrons on a culinary journey with a range of food and beverage offerings that are crafted by local and regional producers who focus on authentic experiences.

“Our restaurant group has always been at the forefront of change in Miami,” said Richard Hales, chef/owner of RH Restaurant Group that includes Blackbrick Chinese. “We believe MiamiCentral is the future of how we live, travel and work in our great city.”

In addition to the Voltaggio's, the founding artisans of Central Fare are:

- **Azucar Ice Cream Company:** Cuban-American Suzanne Battle has created an artisanal ice cream and sorbet boutique that has received accolades as Miami's best ice cream. Inspired by South Florida's diverse cultures, the hot, subtropical climate and a passion for *sabor latino*, Azucar creates ice cream confections using the highest quality, local ingredients.
- **Blackbrick Chinese:** A staple on the Miami food scene, Richard Hales is chef/owner of Blackbrick Chinese, Sakaya Kitchen, Dim Ssäm à gogo and Bird & Bone. Named to *Bon Appetit's* America's Top 50 New Restaurants, Blackbrick will present a dumpling size offering of Hales' flagship location in Midtown. Hand-made dim sum and special dumplings, house-made noodle bowls and local farm-driven fried rice dishes will be served.
- **Doggi's:** Making food with love and fresh ingredients, Yoleida Galiano and her sons, Giovanni and Carlos Esteves, from Venezuela, are working to make the arepa as famous as the taco – offering more than 20 different varieties. They want to show the world the deliciousness of quick Venezuelan comfort food with a modern twist. Items rounding out the menu include empanadas, patacones, pepitos, hot dogs and cachapas.
- **Miami Smokers:** Recognized as local rising stars, The Hog Bosses - Chefs Andres Barrientos and James Bowers – are on a mission to bring timeless curing and smoking techniques to Miami consumers, one slice of bacon at a time. They utilize the most sustainable and locally-available products with old world techniques to create all natural bacon, artisanal charcuterie, smokehouse sandwiches, sausages and bacon-infused desserts. They are soon-to-be featured on *Guy Fieri's Food Network Diners, Drive-Ins & Dives*.
- **Romanicos Chocolate:** Founder Alejandra Bigai draws on the flavors of her childhood in Venezuela to create quality confections using only real chocolate, in small batches to ensure top quality, with the best ingredients available.
- **Rosetta The Italian Bakery:** Conceived with the intent to be the official ambassador of the Italian art of baking, Rosetta combines a mix of history, the

highest quality ingredients exclusively made in Italy, and timeless traditions to create authentic Italian sandwiches, pastries, focaccia and more.

- **Toasted Bagelry & Deli:** New York has nothing on Toasted's delicious homemade bagels that combine the professional touch, New York and New Jersey taste, with a Miami twist. Twin brothers, Islam and Khaled, prepare fresh baked goods daily, made the old-fashioned way from the highest quality ingredients. Menu items include a large selection of bagels and toppings, omelets, overstuffed deli sandwiches, salads and panini's.

More exciting announcements are planned for MiamiCentral and Central Fare, including additional food and beverage, retail and office tenants. For the latest, visit www.gobrightline.com and www.MiamiCentral.com. For more information about MiamiCentral leasing opportunities, contact Justin Schultz at justin@h3hospitality.com.

About MiamiCentral

MiamiCentral is an 11-acre mixed-use development in the heart of downtown Miami. At its core, the development will become the downtown transportation hub, anchored by Brightline – the first intercity express train service that will link Miami, Fort Lauderdale and West Palm Beach and Orlando with connections to the MetroMover, MetroRail and future TriRail expansion. MiamiCentral is composed of five towers collectively featuring: 300,000+ square feet of Class A office space, 180,000+ square feet of exclusive retail, dining experiences including Central Fare, 800 smartly designed residential units and a 95+ story tower that will house a hotel and additional retail, office and residential opportunities. For more information, visit www.miamicentral.com.

About Brightline

Brightline will redefine what it means to travel by train in America with express intercity passenger rail service arriving 2017, providing an important transportation alternative to link Miami, Fort Lauderdale, West Palm Beach and Orlando. The service will ease the stress of traffic, provide a simple and intuitive experience from door to destination, and foster new opportunities to explore more of Southeast Florida. Brightline is the only privately owned, operated and maintained passenger rail system in the United States. For more information, visit www.gobrightline.com.

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