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**BURSTING AT THE SEAMS:
ANOTHER FAMOUS RESTAURANT MOVES TO MIAMI BEACH**

Serendipity3 will be a sweet addition on the already large menu of star-powered restaurants transforming Miami Beach into a global culinary capital

Miami Beach – October 25, 2011 – Miami Beach has always been known for its sunny weather, beautiful beaches and trendy nightlife; but its recent boom of world-renowned restaurant openings is attracting tourists for a different reason: the great food.

“Over the last few years Miami Beach has acquired a collection of famous restaurants and renowned chefs from New York City and abroad,” said Director of the Food Network South Beach Wine & Food Festival Lee Brian Schrage. “I think the Festival has certainly helped to bring national attention to the city’s culinary scene, but the number of great restaurants opening each year is shaping the city into a recognized dining destination.”

New to the foodie’s list is **Serendipity3**, an iconic Manhattan ice-cream restaurant known for its Frozen Hot Chocolate and pricey gold-leaf sundaes. The dessert haven is set to open its doors on Lincoln Road soon, joining Shake Shack and Rosa Mexicano, two other NYC celebrity favorites that opened earlier this year.

The migration of these restaurants and others comes as no surprise; Miami Beach has continued to thrive from tourist traffic despite the flailing economy and dining has become an attraction in many popular destinations for culinary travelers. Here’s a quick look at the surge of restaurants establishing Miami Beach as a major U.S. gastronomic destination.

Celebrity Chef Creations

The Dutch

Although its doors aren't open yet, this hot New York City restaurant launched by celebrity chef Andrew Carmellini will debut at the ocean-front W Hotel in November, just in time for Art Basel. The famed restaurant will be using locally sourced ingredients and is primed to be a premier Beach neighborhood destination, perfect for frequent visits, featuring a varied menu with chef's specials, a hot social scene and cool ocean breezes.

1500 degrees

Although home grown, 1500 degrees (the heat used here for grilling) was recently named "Best New Steakhouse" by *New Times* and is located at the newly-renovated Eden Roc Renaissance. Showcasing the culinary talents of rising star chef Paula DaSilva, a finalist on FOX TV's *Hell's Kitchen*, the menu has a strong steakhouse sensibility incorporating local resources for DaSilva's farm-to-table approach.

STK

Another famed steakhouse from New York City, this hot eatery located in South Beach at the Gansevoort South is headed by former *Hell's Kitchen* and *Iron Chef America* contestant Ralph Pagano as the Chef de Cuisine. Pagano adds his signature touches to a traditional steakhouse menu making the venue a singular favorite among celebrities.

Yardbird

Headed by *Top Chef* veteran Jeff McInnis, this upscale southern-style restaurant adds class to mashed potatoes and macaroni and cheese. Opened in September, the restaurant highlights include fried chicken with spiced watermelon; chicken and chive waffles with bourbon pecan butter; and apricot-stuffed quail with pancakes and Riesling syrup. The cognoscenti have flocked to the off-Lincoln Road location since opening day.

Award Winning

Scarpetta

This exceptional *AAA Four Diamond Award*-winning restaurant from Manhattan is located at the iconic ocean-front Fontainebleau Hotel on Miami Beach. The restaurant boasts award-winning Scott Conant as chef/restaurateur and offers refined Italian cuisine in an elegant, airy space with floor to ceiling ocean views, an intimate bar and lounge area and a picturesque air-conditioned veranda.

Hakkasan

Migrated from London to Miami Beach, this is the first U.S. outpost of the only Michelin-rated Chinese restaurant in the U.K. The *AAA Four Diamond Award*-winning restaurant is located at the Fontainebleau and features highlights such as indulgent roasted silver cod in Chinese honey and Champagne; a tender black pepper beef tenderloin; succulent crispy duck salad and savory jasmine tea-smoked ribs. The restaurant also boasts an elegant setting with a busy bar, private banquettes, low lights and star power.

[BLT Steak](#)

Opened by '2007 Restaurateur of the Year' Laurent Tourondel, this popular New York City steakhouse is located at the super-trendy Betsy Hotel at the top of Ocean Drive in South Beach. Showcasing prime cuts of USDA Certified Black Angus and American Wagyu beef, BLT Steak also features an upscale bar scene.

Just Down- Right Famous

[Shake Shack](#)

As a popular New York City tourist attraction, celebrity favorite and frequent movie backdrop (most recently seen in *Something Borrowed*), this burger shack is an absolute must. Located at the newly iconic 1111 Lincoln Road building, this is the restaurant's first location outside of New York City, serving a modern day roadside burger and shake that locals regularly line up for.

[5 Napkin Burger](#)

Another New York City burger staple, 5 Napkin Burger is now on Lincoln Road, South Beach, its 2nd location outside of the Big Apple. The acclaimed restaurant is credited for keeping the burger on stage while offering other American classics like salads, chicken wings and a big craft beer list among other things. The food is made even more enjoyable by the homey vibe and family-friendly feel.

[Rosa Mexicano](#)

An upscale Mexican dining experience, this restaurant boasts clean, strong, sharply defined flavors. Located on Lincoln Road at the 1111 Lincoln Road Herzog and DeMeuron building, this new go-to is a great place to meet after work for guacamole and great drinks.

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About Miami Beach:

With an average year-round temperature of 75 degrees, and an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels, the City of Miami Beach was recently ranked as one of the [Top 25 Beaches in the World](#) and one of the [Top 25 Destinations in the U.S.](#) by [Trip Advisor](#). Boasting seven miles of breathtaking beaches, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has just been named one of the top cities worldwide for 'walkability' and is equally easy to navigate by bike or by boat. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 195 of public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world!

Visit MiamiBeachGuest.com or MiamiBeachINCARD.com for more information or contact Grisette Marcos at Groquemarcos@miamibeachvca.com.