



**3815 North Central Avenue
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NEWS RELEASE

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For immediate release: October 14, 2005

Grand Opening of “FEZ” Brings Urban Dining Experience to Central Phoenix on Oct. 21st Three Valley Entrepreneurs Offer Exciting New Restaurant Fare in Central Business Corridor

PHOENIX – FEZ is not only a hat worn by Shriners and a city in Morocco; it’s also the newest restaurant and bar to open in Central Phoenix. The restaurant, which serves “American fare with Moroccan flair,” will officially open on Friday, October 21 at 3815 N. Central Avenue.

FEZ features an interpretive take on classic casual American cuisine with flavorings, spices and ingredients from the areas around the Mediterranean and Morocco. By taking simple and traditional items and infusing them full of flavor and spice combinations, diners will find the food to be simply delicious and unique in the Valley.

This new restaurant concept is the brainchild of three Valley entrepreneurs – Tom Jetland, an award-winning chef; Mark Howard, an advertising executive; and Mark Dillon, an attorney.

“We heard from so many of our friends in Central Phoenix that they needed a really great restaurant near them to have a quick lunch during work and a fun, relaxing place for dinner and drinks in the evening. Everything came together for us at the right place and the right time,” said Dillon.

FEZ occupies 3,000 square feet, with seating for 150, and offers a full menu, bar, lounge and outdoor patio with great urban views and plenty of free parking. Menu items range from inventive hors d’oeuvres like chicken phyllo packets and touareg toasts with tomato and onion jam and creamy artichoke spread to soups such as cumin cinnamon carrot.

Salads such as pesto Caesar with pistachios are available in full and half sizes. Unique burgers such as the FEZ burger with spicy honey molasses barbeque sauce, feta cheese, cinnamon pears, lemon garlic aioli and crispy onions on ciabetta bread are a new take on the standard American burger...which is also available. FEZ offers four varieties of fries including cinnamon dusted sweet potato fries, spicy harissa fries, garlic and rosemary fries and the classic salt and pepper fries.

Signature dishes include crisp rosemary pomegranate chicken, almond crusted tilapia, apricot salmon and pesto and Dijon lamb chops.

Specialty cocktails feature martinis such as the Pomegranatini (made with pomegranate) and other martinis of melon, pear and apricot as well as unique fruit-infused wines. The restaurant hosts an “EZ Hour” everyday from 4:30 p.m. to 6:30 p.m., where all well drinks and beer are half-priced.

Lead Chef John Cook, is a Scottsdale Culinary Arts Institute graduate and former Lead Chef at Ibiza Café, is heading the kitchen and will oversee the cuisine on a dally basis for lunch, dinner and late night in addition to inventing new and fresh menu items seasonally.

The three partners in FEZ each lend the areas of expertise in creating an outstanding dining experience for their patrons.

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Jetland is a Chef and restaurant Concept entrepreneur in Phoenix and has established the successful and critically praised Ibiza Café & Wine Bar in Scottsdale which is entering its 4th year of operation. He earned his Culinary Arts and Hospitality Management degree in 1998 from the Scottsdale Culinary Institute and has worked for notable celebrity chefs Mark Tarbell and Eddie Matney. He has also studied under French-trained chef Eugenia Theodosopolous of Essence Catering.

Howard is a senior partner at Lucky Dog Creative, a Valley graphics and advertising agency. With more than 20 years of experience specializing in marketing and advertising, his influence can be seen in the creative and relaxing design and ambiance of the restaurant.

Dillon is an attorney with Sacks Tierney P.A. As a partner in Ibiza Café & Wine Bar, Dillon is experienced in restaurant management and financial operations.

FEZ is open Monday through Friday for lunch from 11 a.m. to 2 p.m. Dinner hours are 4:30 p.m. to midnight on Sunday through Thursday and 4:30 p.m. to 2 a.m. on Friday and Saturday.

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