



**ST. PETERSBURG, FL** – SEPTEMBER 26, 2017 – The 100 block of Central. It's the best spot in town, and now Datz is in on it.

That's right. Suzanne and Roger Perry, owners of the nationally renowned and infamously snarky Datz, are bringing their iconic brand to the crossroads of Downtown St. Pete.

Opening Spring 2018, Datz DTSP will adjoin the developing The James Museum of Western & Wildlife Art at 150 Central Ave. This will be the first Datz to open outside of its flagship location in South Tampa.

"We are so excited to bring Datz to St. Petersburg!" says Suzanne Perry. "It's causing some real excitement amongst those in the know, and rightfully so. We think we're a great match with a booming city that loves art, originality and edgy cuisine."

Primarily seen as a city parking garage, the corner of Central and 2nd St. S. is transforming into a museum and retail experience. At the helm of the Tom & Mary James development is Project Director Laura Hine. The Sembler Company is the listing brokerage, and Datz Restaurant Group is represented by Jon Wittner and Jake Wollman of KW Commercial. Harvard Jolly Architecture will be designing new Datz restaurant in addition to their significant work on The James Museum as part of St Pete Design Group. Boyd Construction will be doing the buildout.

"This location, across from The One project, at the epic corner of Central and 2nd, seems too good to be true, but placing Datz in the heart of Downtown St. Pete was always our ultimate goal," says Jon Wittner. "Datz is sure to amp up the fun with the Perrys' innovative concept, award-winning food and dynamic bar program."

What began with the modest idea of a local restaurant that friends and family could call home in January 2009, Datz, quickly mushroomed into a local favorite and media sweetheart. As Yelp's most reviewed business in Tampa Bay, Datz has consistently appeared on such local and national media outlets as **USA Today, Travel Channel, Cooking Channel, Food Network, FYI** and **Good Morning America**. In 2012, the Perry's formed Datz Restaurant Group (DRG) and opened its second concept, Dough, a from-scratch bakery focused on whimsical sweets, over-the-top confections, baked goods and ice cream. With its quirky charm and unique offerings, Dough has been featured on **Donut Showdown** and **Food & Wine**. In 2014, DRG opened Roux, featuring a southern twist on traditional Creole and Cajun dishes consistently named one of Tampa Bay's Top 50 Restaurants by **Tampa Bay Times**.

Most recently, DRG has announced a new partnership with BBQ Hall of Famer and Food Network personality Ray "Dr. BBQ" Lampe to open its fourth concept, Dr. BBQs, in St. Pete's thriving Edge District.

Look forward to Datz Downtown St. Pete, located at 180 Central Ave. opening Spring 2018.

### About Datz

Datz is fun, flavorful American comfort food with a flair. Datz is where Tampa's carnivorous, chocolate-loving, bacon-hoarding omnivores gather for cocktails and conversation. Led by a team of shamelessly unapologetic flavor crusaders since 2009, Datz's revolving door of invention and reinvention is unique, different and always effervescent.

2616 S. MacDill Ave., Tampa, Florida | 813.831.7000 | [www.datz4foodies.com](http://www.datz4foodies.com)

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**JON WITTNER**  
WITTNER@KWCOMMERCIAL.COM



**TONY PULLARO**  
TONY@DATZGROUP.COM

