

TONY PULLARO

A stylized, light gray logo consisting of the letters 'T' and 'P' intertwined. The 'T' is positioned above the 'P', and they share a common vertical stem. The 'P' has a large, rounded bowl and a long, thin tail that extends downwards.

PUBLIC RELATIONS



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 Perrys 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

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DATZ

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September 1, 2022
FOR IMMEDIATE RELEASE

Red Mesa Group to open new restaurant, new food truck in St. Petersburg, FL

The St. Petersburg-based Red Mesa Group (RMG) is expanding with two new foodie destinations. In September 2022, RMG will unveil Quatro, its new Americana cuisine food truck situated in front of Green Bench Brewing Company, located next to the original Red Mesa Mercado in St. Petersburg, Florida. In winter 2022-2023, RMG will open a second Red Mesa Mercado in the city's Pasadena area.

The new Red Mesa Mercado will be located at 6001 Central Ave., St. Petersburg, FL 33710. This site was formerly home to The Reading Room as well as Two Graces until August 2022. The new restaurant will be modeled after the Cali-Mex casual fast-food concept of its flagship in St. Petersburg's Edge District.

Red Mesa Quatro was born in 2020 as a response to restrictions on in-house dining. A "Ghost Kitchen" began operating at Red Mesa Cantina as a fourth (i.e., *Quatro*) concept to increase sales. When restrictions started lifting, Red Mesa Quatro found itself on the back burner. In 2022, the kitchen – now simply known as Quatro – came full circle from proof of concept to an actual food truck. Unlike Red Mesa Groups' previous concepts, Quatro will not serve Mexican or Latin American inspired fare, but rather classic Americana cuisine with a St. Pete spin.


Red Mesa Group originated with the Red Mesa Restaurant on 4912 4th St. N in 1995 and followed up with Red Mesa Cantina at 128 3rd St. S in 2008. In 2014, they introduced Red Mesa Mercado at 1100 1st Ave. N in 2014 as a fast casual dining option. Now celebrating over 25 years of business, the Red Mesa Restaurants have been a St. Petersburg dining tradition, having grown from one of the first Mexican restaurants in St. Petersburg to a critically acclaimed restaurant group routinely hailed as among the top tables in the city. Always innovating and reinventing, the Red Mesa restaurants have had the pleasure of becoming a communal gathering place for generations of families to celebrate both special occasions and daily pleasures with great company and even better food.

At Red Mesa Group, we hail from spectacularly different walks of life. We are telling the story of Mexican, Latin, and American dishes inspired by the people and places of this community. The Bay Area doesn't limit itself, and neither do we. We make mindful business decisions that connect the flavors of our family; further the prosperity of our team members and purveyors; and enrich the communities we live in. We seek opportunities to create new concepts that enliven the senses through inspired settings, graceful service, and genuinely good food that is influenced by the flavors of our youth.

It's unconventional. It's driven by quality. But most of all, it's fun.

Red Mesa Group
128 3rd St. S., St. Petersburg, FL 33701
redmesagroup.com

RED MESA



FOR IMMEDIATE
RELEASE MAY 15, 2023

Regener-Eyes® Launches Exciting New Standard in Promoting Dry Eye Health and Awareness: Social-Eyes™ A Novel Social Media Collective.

TAMPA, FL -- Regener-Eyes® is dedicated to the "Patient First" philosophy. By harnessing the power of social media, we are bringing innovation to the ophthalmic industry. Our new collective of like-minded and influential eye care professionals is blazing the trail on every platform, raising awareness about dry eyes. Just as social media has revolutionized other industries, it is time for the ophthalmic industry to follow suit. We are taking the traditional medical advisory board to the next level by combining social media with the expertise of top doctors and subject matter experts. Get ready to see the world through new eyes with Social-Eyes™, the latest social media initiative from Regener-Eyes® Ophthalmic Solution.

This innovative project unites a team of Eye Care Professionals on a mission to revolutionize the way people think about eye health by sharing their expert knowledge and exciting content. Social-Eyes™ is bringing together eye care professionals and social media to change the way we approach the standard of care. This allows access to cutting edge technologies as they become available.

This collaboration is unlike any other in the ophthalmic/optometric industry. It is time to take on the social media advantage by combining social media with the expertise of top doctors from across the United States. As we grow Social-Eyes™, we will continue to add more influencers to our team. You will be able to check out this dynamic team of experts and follow their social media content on:
https://regenereyes.regenereyes.com/social_eyes_00.

Regener-Eyes® is committed to making a real difference in the lives of patients suffering from dry eyes. By joining forces with passionate Eye Care Professionals, Regener-Eyes® hopes to spread the word about this innovative project aimed at helping those who need it most.



The team at Regener-Eyes® has been working tirelessly to create this exclusive group of Eye Care Professionals who together will work on spreading awareness for eye health. What makes Social-Eyes™ truly unique is that it is the first of its kind in the Ophthalmic Realm, and we are eager to see what impact this will launch.

Regener-Eyes® is excited to launch this new project and embark on a journey to promote eye health and awareness. From novel medical concepts to tips for maintaining healthy eyes, they are the go-to gurus for all things ocular. Follow them now and get ready to see the world in a whole new way!

About the Company & Project:

Exciting news for all the eye health enthusiasts out there! Regener-Eyes® has officially unveiled its latest and greatest social media initiative known as Social-Eyes™. This fantastic project brings together the power of social media and the unwavering dedication of Eye Care Professionals to create a vibrant and engaging platform aimed at raising awareness for dry eyes. Stay tuned and keep your attention focused for all the latest Social-Eyes™ updates by following Regener-Eyes® today! Because when it comes to putting patients first and combating dryness of the eye, Regener-Eyes® delivers.

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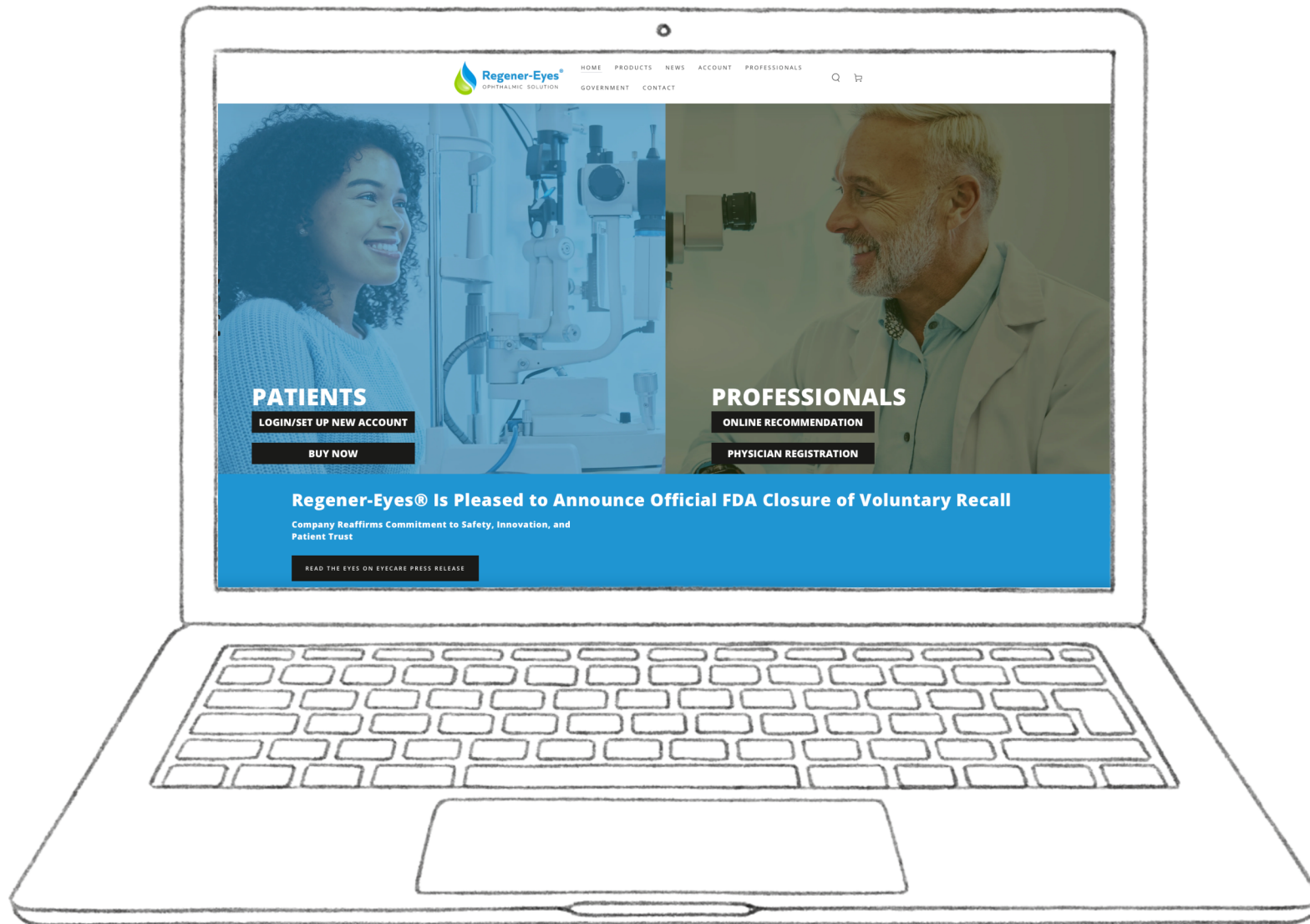


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REGENER-EYES

TP

WEBSITES E-COMMERCE + UI/UX



regenereyes.com | 2024



fountainofyouth.com | 2024

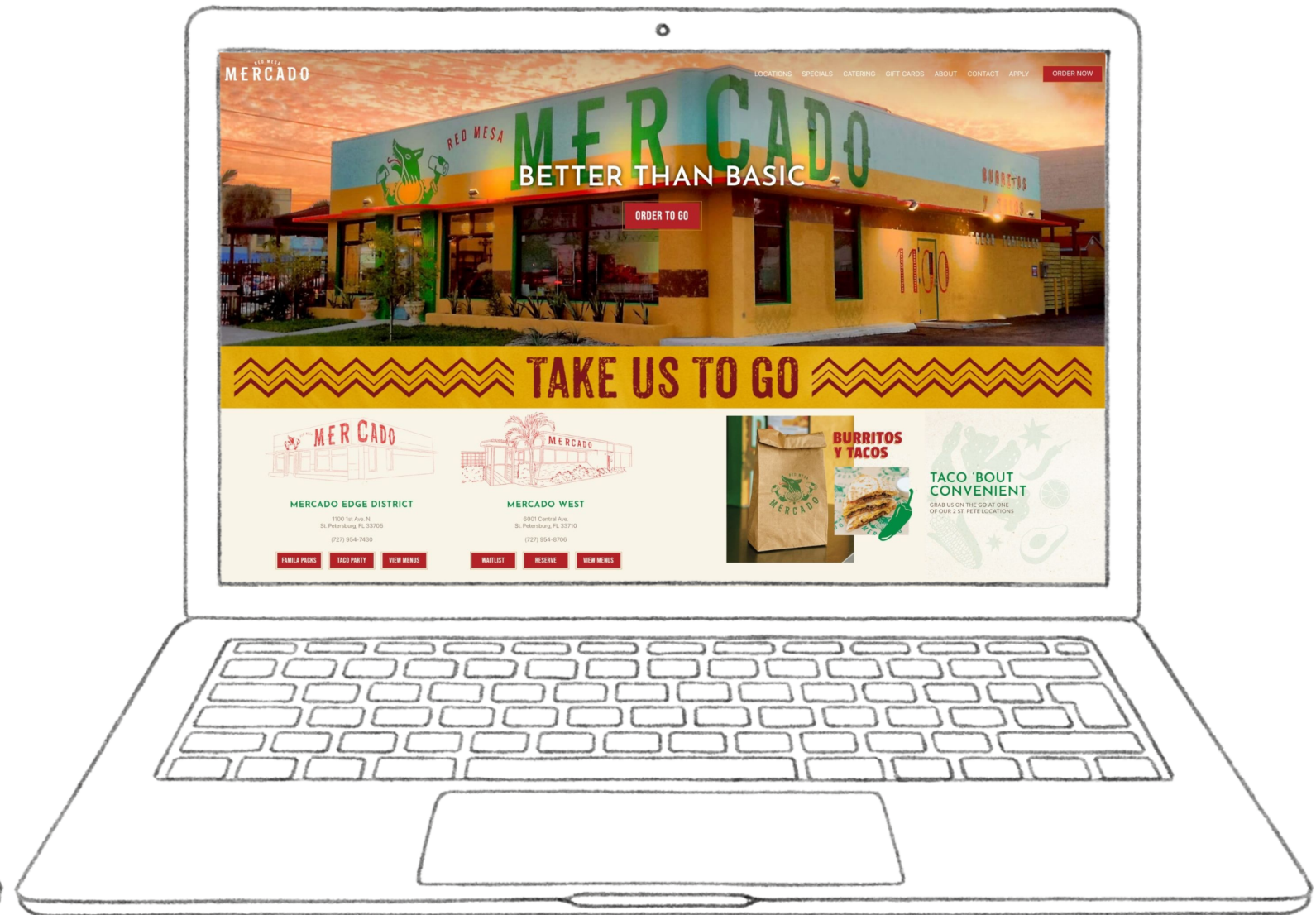
WEBSITES DESIGN + UX

RED MESA CANTINA



redmesacantina.com | 2025

RED MESA MERCADO



redmesamercado.com | 2025

BRANDING



REBRANDING



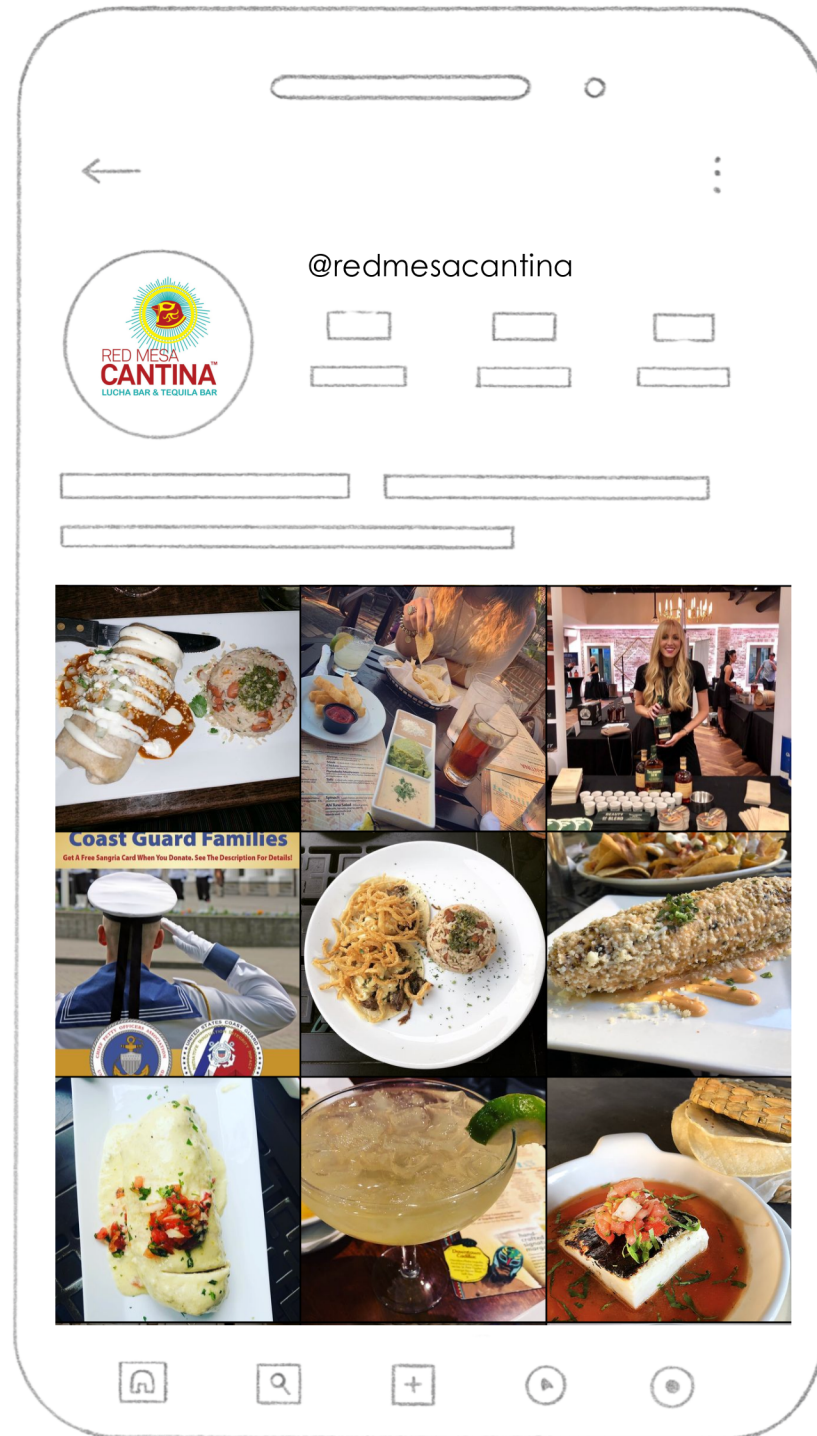
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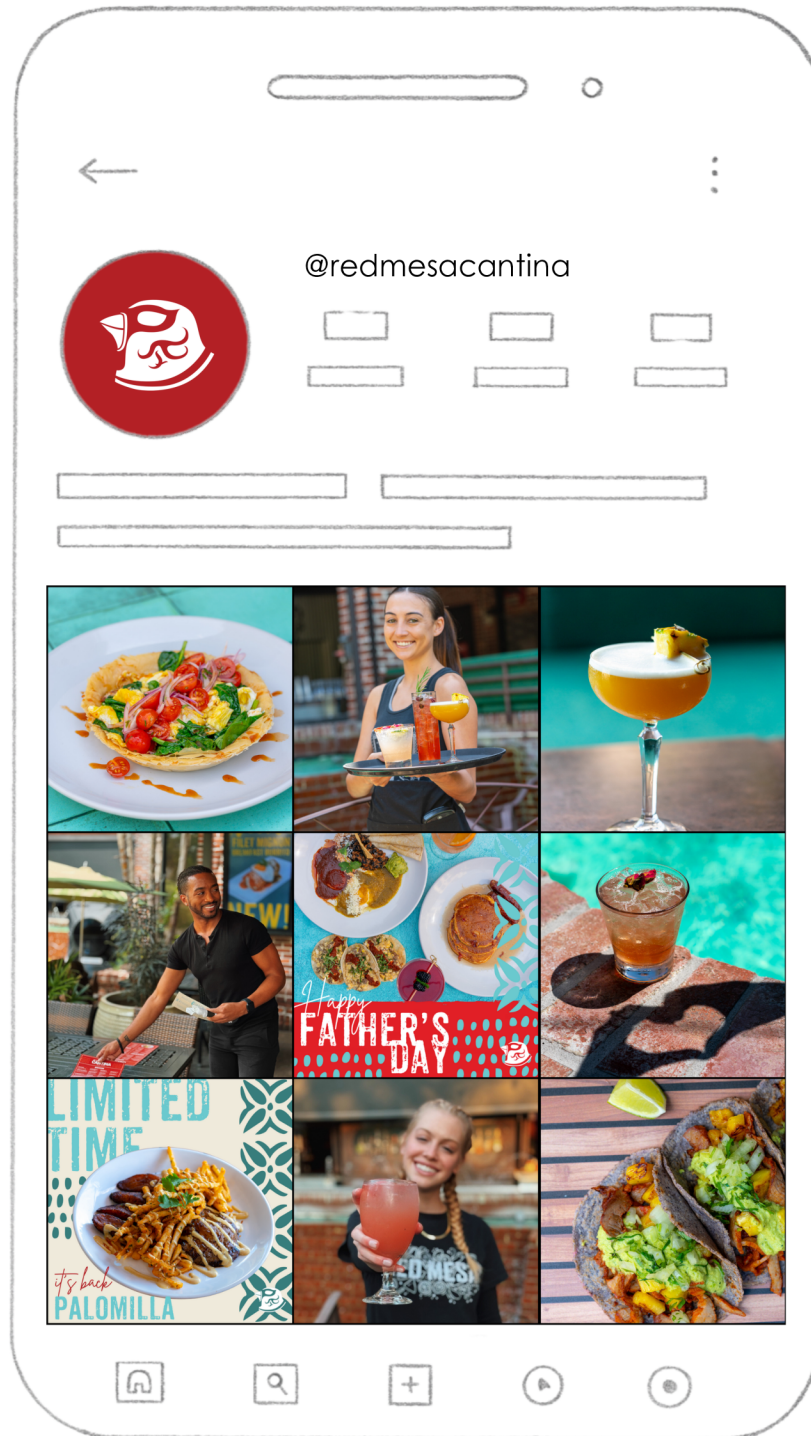
2019



S O C I A L M E D I A



2018



2026

I was brought on to help revitalize the Red Mesa Group, including its trend-forward concept, Red Mesa Cantina. My focus was to reinvigorate the brand's social media presence through elevated visuals, compelling copy, and high-impact photography. By reshaping the content strategy and visual identity, we transformed the accounts into a vibrant platform for engaging storytelling and brand expression. The result was a significant increase in engagement, a stronger and more cohesive brand identity, and a more dynamic digital presence—positioning Red Mesa Cantina as a modern standout in St. Petersburg's evolving hospitality landscape.

COLLATERAL + CONSUMER PACKAGING

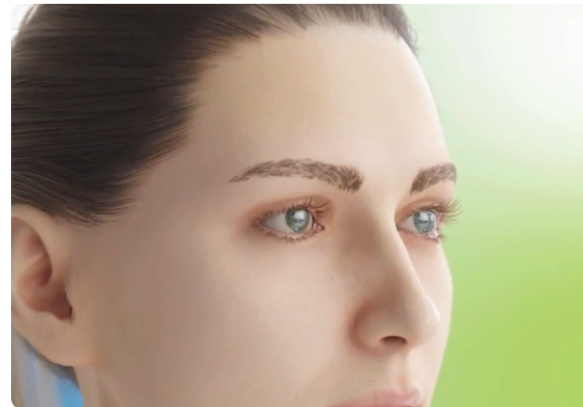


VIDEO STORYBOARDING



FRAME 1 — BRAND INTRO (0:00–0:03)

NOTES
 White background, logo fade-in
 Subtle water ripple / droplet animation
 Clean, clinical, premium tone
 Soft fade (no hard cuts)
 Set brand trust immediately



FRAME 2 — HUMAN CONNECTION (0:03–0:07)

NOTES
 Close-up eye, soft natural lighting
 Slight slow motion blink
 Bright reflection = healthy eye
 Warm, aspirational tone
 Make viewer feel comfort + relatability



FRAME 3 — PROBLEM (0:07–0:10)

NOTES
 Macro eye shot, slightly dry/dull surface
 Reduce saturation slightly
 Subtle discomfort (not dramatic)
 Contrast shift from previous frame
 Establish problem without being harsh



FRAME 4 — SCIENCE VISUAL (0:10–0:14)

NOTES
 CGI / underwater corneal surface
 Smooth vs disrupted texture
 Blue/green palette (hydration + trust)
 Light particle movement
 This is your credibility / science moment



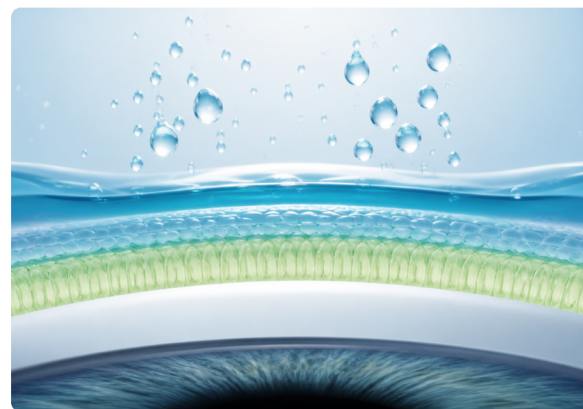
FRAME 5 — REAL WORLD IMPACT (0:14–0:17)

NOTES
 Split screen: blurry vs clear vision
 Use city or everyday environment
 Smooth wipe or focus transition
 Strong before/after contrast
 Emotional pivot moment



FRAME 6 — PRODUCT INTRO (0:17–0:21)

NOTES
 Product floating in clean, hydrated space
 Water droplets / bubbles for context
 Premium lighting, sharp edges
 Slight rotation or drift motion
 Packaging must be fully readable



FRAME 7 — MECHANISM / BENEFIT (0:21–0:25)

NOTES
 Animation showing hydration/repair effect
 Smooth overlay on eye surface
 Keep tone educational (not aggressive claims)
 Clean, minimal motion
 Reinforce trust + function



FRAME 8 — TESTIMONIAL (0:25–0:30)

NOTES
 Real couple, natural outdoor setting
 Slight handheld feel = authenticity
 Avoid overly staged look
 Focus on emotion + relief
 Keep lighting soft and real



FRAME 9 — DOCTOR TESTIMONIAL (0:30–0:34)

NOTES
 Clean clinical setting, blue/white tones
 Doctor on camera, minimal composition
 Short, credible quote (1 line max)
 This is your trust-safe moment
 Keep everything crisp + premium



FRAME 10 — CTA (0:34–0:38)

NOTES
 White background, minimal layout
 Small product + logo return
 Clean fade out
 No clutter
 Clear, calm, confident finish

TP

O U T D O O R M E D I A



Parkesdale Farms
Seasonal Refresh
Lakeland, FL
2015

Datz
Good Morning America Promotion
Tampa, FL
2016



Tru by Hilton
Opening Event Campaign
St. Pete, FL
2020



TABLETOP

The Datz Instagram that #DATZ4FOODIES

SAVED BY THE BOWL

FAUX BOWL

datztampa.com

Take this menu home with you!

LUNCH & DINNER

MON-THURS 11AM-10PM | FRI 11AM-11PM | SAT 3PM-11PM

COCKTAILS

FROSE Frozen rose shufly made with Wodka vodka and Cotes de Provence Rose. 12

DATZ-4-MARY Wodka vodka, lemon bacon, celery, Salsin Alder and a touch of salt. 12

CLASSIC MIMOSA Champagne mixed with fresh orange juice. 12

KELLY KAPOWSKI Suetta Silver Tequila, orange blossom water, lime, and an exotic orchid. 12

RICKY PEAR MIMOSA sparkling wine, mandarin tangerine puree, prickly pear candy. 12

BY THIS DOUGHNUT *Mini-red hot* Licor 43, Grand Espresso Liqueur, licor black walnut bitters, powdered sugar. 12

LAHMLAH 1 gin, fresh lemon juice, cucumber, beer soda. 12

DRINKS

GINORMOUS CAPPUCCINO OR LATTE 22 oz, locally roasted Kuma's espresso with your choice of milk. Served with biscotti. 4.5

COLD BREW Warning: This brewing, high-cacoffee job with 70% less acid. House-brewed. Served cold. 4.5

BIG EASY BUCHA TEA Flower, Stevia Berry, Front Porch Peach, Jazz Juice, Shalimar Syrup and Basin Sweet Blue. 6

MORE House's drip coffee, espresso, Mighty Leaf Tea, hot tea and iced.

MOCKTAILS

POMBRE Pomegranate juice, lime, ginger and coconut milk. 5

CINNY BUNNY Almond milk, cinnamon bun syrup, cold brew coffee. 5

STRAWBERRY FENNEL FOREVER Strawberry fennel syrup, lemon, orange, soda. 6

BURGERS

All burgers except the **cheesy** have a house-made special sauce. Burger can be topped with cheddar and green onions, or topped with cheddar and green onions. 12

THE CHEESY TODD *born on GMA* Ground brisket and short rib burger, American cheese, lettuce, tomato, red onion and pickles. Served on a brioche bun. 12

THE DOUBLED *Auto-creaky* Two 6 oz ground brisket and short rib patties, cheddar, caramelized onions, lettuce, tomato and red onion. Served on 2 whole glazed doughnuts. 14

CUSTOMIZE THEM! Choose two of the below toppings: Swiss American, white cheddar, caramelized onions, pepper Jack, your choice of cheese, pickles, onions, sliced mushrooms, roasted jalapeno, spinach. (Each) 50¢

THE BEYOND BURGER *born to be wild's regular* 100% meat - 100% plant-based Beyond Burger, lettuce, tomato, red onion and pickles. Served on a sweet sourdough bun. 13

CEYLAN PLANK SHRIMPBURGER Ground brisket and short rib burger, lettuce, tomato, red onion and pickle. Served on a sweet sourdough bun. 13

THE BEYOND BURGER *born to be wild's regular* 100% meat - 100% plant-based Beyond Burger, lettuce, tomato, red onion and pickles. Served on a sweet sourdough bun. 13

EXTRAS

FRENCH ONION SOUP 4.5

SOUP OF THE DAY 4.5

CHILI 4.5

DATZ SALAD 4.5

FRENCH FRIES 4.5

CHEESY GRITS 4.5

HOUSE-MADE CHIPS 4.5

BACON INFUSED BRUSSELS SPROUTS 4.5

MASHED POTATOES 4.5

SALTED SPINACH 4.5

SPLIT PLATE CHAROE 4.5

RED MESA CANTINA

TACOS + TEQUILA

STARTERS

LOADED QUESO A Cheddar, pico de gallo, chile arbol oil. Tortilla chips. 13

QUESO BLANCO Avocado, Jack cheese, pimientos, onion, red crushed chile flakes. Tortilla chips. 8.5

CHIPS & DIP Queen blanca, green onion, cilantro, lime. Tortilla chips. 10

GUACAMOLE Avocado, jalapeno, onion, cilantro, lime. Tortilla chips. 10

CHIPS & SALSA Chile con queso, onion, cilantro, lime. 4.5

NACHOS Jalapeno cream, Jack cheese, onion, green onion, cheddar, lime. 10

ELOTE Corn on the cob, salsa verde, cheddar, tomato, cream. 10

CHICKEN TACITOS A Chile white sauce, onion, cilantro, lime. 10

EMPANADITAS Served with pico de gallo. 11

CHICKEN QUESADILLA Chicken, Jack cheese, pico de gallo, guacamole, cream. 12

BIRRIA QUESADILLA Birria, cheese, onion, Jack cheese, guajillo, onion, pickled jalapeno. 12

PORK MOPONGO Sweet plantain, yuca, onion, chicharrón. 11

SPECIALTY TACOS

Two tacos per order on corn tortillas. Most specialty tacos can be made with four tortillas upon request. 4.1

BIRRIA Birria, cilantro, onion, Jack cheese, guajillo, onion, pickled jalapeno. 14

TACOS GOBERNADOR A Shrimp, Jack cheese, red onion, jalapeno, salsa macha, cheddar. Served on Mercado flour tortillas. 14

BRISKET A MGF Jack cheese, roasted banana peppers, queso, tomato, salsa, cilantro, lime. 15

CARNITAS A Bistec, caramelized onion, salsa verde, onion, cilantro, lime. 15

BAJA FISH A Grilled Mahi Mahi, onion, salsa verde, salsa macha. 15

FILET MIGNON Bone-in filet, Jack cheese, onion, garlic, salt. 16

SHREDDED BEEF MGF Crispy corn tortilla, poblano peppers, onion, lettuce, pico de gallo, Jack cheese, salsa. 14

TACOS

Add a side of rice & refried beans: 2.95

STREET Two per order on corn tortillas. Served with cilantro-onion and salsa verde. 1.5

STEAK & POTATO Grilled steak, potato, cheddar, queso fresco, ranch, jalapeno cream. 14

PUFFY Seasoned ground beef, Cheddar Jack cheese, lettuce, tomato, onion. Two tacos served on house-made flour tortillas. 11

BURRITOS

CALI Ground beef, rice, refried beans, Cheddar Jack cheese, guacamole, queso, pico de gallo. House-made flour tortilla. 15.5

CHIPOTLE CHICKEN Miga chicken, cheddar, rice, poblano pepper, queso, jalapeno cream, queso fresco, cilantro. House-made flour tortilla. 13

MERCADO'S MOST WANTED

CEVICHE COCO-MO SHRIMP CEVICHE MGF Canned whole shrimp, mango, red pepper, red onion, wakame, lime, cilantro. Served with white rice. 10

BOWL SWEET POTATO MGF Sweet potatoes, black bean, corn, salsa, guajillo, pickled red onion, cilantro. 9

SOUP OF THE DAY 4.5

CHILI 4.5

DATZ SALAD 4.5

FRENCH FRIES 4.5

CHEESY GRITS 4.5

HOUSE-MADE CHIPS 4.5

BACON INFUSED BRUSSELS SPROUTS 4.5

MASHED POTATOES 4.5

SALTED SPINACH 4.5

SPLIT PLATE CHAROE 4.5

BURRITOS

Burritos wrapped in a Mercado flour tortilla.

SURF & TURF MGF Steak, shrimp, tomato, queso fresco, pickled red onion, cilantro. 22

FILET AL CHIPOTLE MGF Filet mignon, tomato, jalapeno, poblano pepper, red pepper, onion, Jack cheese, chile habanero. Mexican rice served on the side. 21

GORDO MGF Sauté rice, Jack cheese, pico de gallo, jalapeno. 16

HWEST MGF Sauté beef, beef pepper, onion, pico de gallo, queso fresco, chicken. 16

BOWLS

Bowl served with rice as base.

CHICKEN TAMALES A GF Rice, black beans, queso fresco. Served with Mexican sauce. 16

CANTINA CREAM CHICKEN GF Creamy chicken, jalapeno, onion, Mexican rice & avocado salad. 16

PERUVIAN CHICKEN Chicken, rice, potato, onion, cilantro, lime. 16

CARNE ASADA MGF Butcher steak, rice, potato, onion, cilantro, lime. 16

SEAFOOD MOPONGO Shrimp, scallops, scallops, onion, cilantro, lime. 16

ZUCCHINI & MUSHROOM ENCHILADAS Poblano cream, queso fresco, tomato, red onion, onion. 16

CHICKEN ENCHILADAS Butcher steak, rice, potato, onion, cilantro, lime. 16

CHEESE ENCHILADAS Cheddar Jack cheese, onion, red onion, cilantro, queso fresco, cilantro, onion. 16

BRISKET ENCHILADAS Brisket, queso fresco, tomato, red onion, onion. 16

MERCADO CHURROS Cinnamon sugar, queso fresco, Mexican chocolate. 11

FLAN GF Vanilla custard, caramel. 5

ROUX HAPPY HOUR

TUESDAY - FRIDAY 3-7PM

BAR 12-15

12 DRINKS 12-15

12 SNACKS 12-15

12 OYSTERS 12-15

12 APPETIZERS 12-15

12 BURGERS 12-15

12 TACOS 12-15

12 BURRITOS 12-15

12 BOWLS 12-15

12 PASTAS 12-15

12 SALADS 12-15

12 DESSERTS 12-15

SATURDAY & SUNDAY 10AM - 3PM

BOGO BLOODY MARYS

BOGO MIMOSAS

BOTTOMLESS FROZEN

Vamos al Brunch!

RED MESA CANTINA

Brunch

SATURDAY & SUNDAY 11:30AM - 3PM

UPGRADE YOUR DAY

CAPRICE MARTINI 12

APEROL SPRITZ 12

MERCADO'S MOST WANTED

TEXAS BURRITO Sautéed beef, bacon, sausage, chorizo, later hot, Cheddar Jack cheese. 16

BREAKFAST BOWL Fried egg, sausage, later hot, pico de gallo, queso fresco, cilantro. 13

BEYOS DIVORCIADOS Fried egg, later hot, salsa verde, refried beans, queso, avocado, pico de gallo. Corn tortillas. 10

ASADA BENEDICTOS Butcher steak, Cheddar cheese, hollandaise, house-made potato hash. 18

RANCHEROS A Sautéed ground beef, Cheddar Jack cheese, onion, pico de gallo, guacamole. 10

QUESADILLA Cheddar Jack cheese, onion, Jack cheese, tomato, red onion, cilantro. 18

BRISKET ENCHILADAS Brisket, queso fresco, tomato, red onion, onion. 16

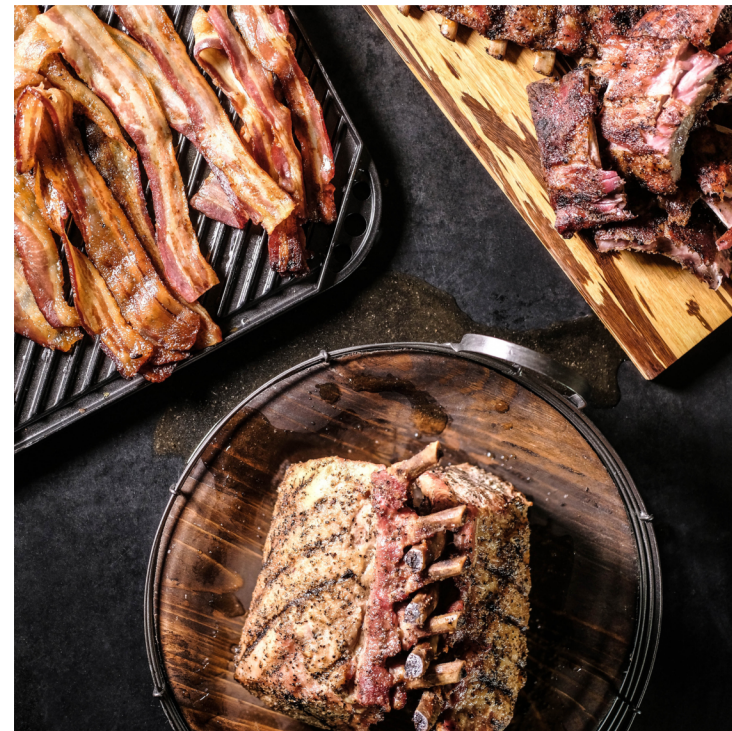
BREAKFAST BURRITO Sautéed beef, queso fresco, tomato, red onion, onion. 16



PHOTOGRAPHY



P H O T O G R A P H Y



Photography/Editing: Tony Pullaro

TP