



**Media Contact:**  
Angela Perry  
E: [angela@mosaicgroup.co](mailto:angela@mosaicgroup.co)  
P: 561.651.9565

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **ICEBOX CAFÉ EXPANDS AND WILL OPEN IN HALLANDALE BEACH ON OCTOBER 1** **Hallandale Beach CRA Invests over \$400,000 in South Florida Destination Restaurant**

**September 30, 2020, Hallandale Beach, FL** - [Icebox Cafe](#), a culinary community leader on Miami Beach for more than two decades, is set to open a new location in Hallandale Beach on October 1, 2020 at 219 NE 3rd Street, Hallandale Beach, FL. Located in the new arts and entertainment district, Icebox Cafe Hallandale Beach will provide a relaxing and sophisticated design, including a signature mural by local artist Captain Casual, that will be paired perfectly with an expansive menu for brunch, happy hour and dinner to start.

Ice Box indicated that its current commissary operation had outgrown its existing space and was seeking relocation options. The redevelopment plans for the Fashion Art and Design District FADD along with the advance of the Art square project make this location very appealing to the Icebox ownership. The Hallandale Beach Community Redevelopment Agency (HBCRA) invested over \$400,000 into making Ice Box possible, and in doing so Ice Box has been able to acquire a new location that will attract even more customers. The HBCRA and Ice Box partnership will benefit the City of Hallandale Beach in many ways.

Foodies will find an approachable menu stacked with classic favorites including a variety of burgers with unique flavor profiles, collection of comfort appetizers with a twist and signature dinner dishes including a braised short rib and curry chicken. Diners can also choose from more than 10 beers on tap and collection of bottled craft beers. A full bar will also be available.

The modern and inviting new restaurant location will also be home to a commissary and test kitchen, providing a number of job openings in the local community. Upon arrival, diners will notice high ceilings and an industrial feel with floor-to-ceiling glass windows, as well as a greenhouse area featuring botanicals and local artwork.

“We are proud to open our latest location in Hallandale Beach, an area that is making a dedicated effort to bring food, art and culture to the community,” adds Robert Siegmann,

owner and founder of Icebox Cafe. “As we adjust to a new way of eating, drinking and living, we look forward to welcoming locals and visitors alike to a new experience, menu and space design.”

Icebox Cafe Hallandale Beach will serve brunch, happy hour and dinner menus and will offer take out with the following hours: Tuesday – Friday 6 -10 p.m. dinner service, Saturday and Sunday brunch from 9 a.m. – 4 p.m. and dinner from 5 p.m. – 10 p.m. Happy hour will be offered from 4 p.m. until 6 p.m., even on the weekends. Future programming will include a live music program to highlight local talent and outdoor movie nights complete with lawn chair seating and curated picnic baskets available for purchase.

Prior to opening, locals can get a taste of the flavorful menu through the Hallandale Eats program that is running September 24 – 30<sup>th</sup>, featuring a three-course menu, available for delivery for \$25. Those who order will also receive a special discount to experience the new location after it opens on October 1. Accompanying the dining menus is a full cocktail menu and expansive beer and wine list. The location will of course offer Icebox Cafe’s popular desserts, including Oprah’s favorite chocolate cake.

In addition to Icebox Cafe Hallandale Beach, the brand will continue to expand in 2020 with the introduction of Icebox Pantry. Understanding the need and desire from consumers for wholesome and delicious food options on-the-go, and fusing handmade, chef-curated dishes with the latest in automated vending machines, Icebox Pantry will be available in select locations across the region, offering perfectly-portioned salads, bowls, wraps, sandwiches, snacks and desserts through an elevated vending machine system that is easy to use and quickly delivers real food options with the touch of a screen. Icebox Pantry automated vending machines are now available and perfect for residential buildings, educational and medical campuses, shopping centers and more.

“As we continue to grow the Fashion Art & Design District and create new experiences for our residents and visitors, we are excited about the opening of IceBox Café. This project has been in development for years, and will attract IceBox’s customers to experience Hallandale Beach while giving our residents a new attraction. We look forward to IceBox’s participation in our inuaguaral Hallandale Eats Restaurant Week that is happening now and their grand opening on October 1<sup>st</sup>”, says Dr. Jeremy Earle, interim city manager and CRA executive director.

**For more information on Ice Box Café visit [www.iceboxcafe.com](http://www.iceboxcafe.com)**

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### **ABOUT ICEBOX CAFE**

In 1998, Icebox Cafe opened its doors and quickly became one of South Beach's most acclaimed restaurants. Twelve years later in 2010, founder Robert Siegmann, launched Icebox Cafe at the Miami International Airport, introducing his carefully-crafted food and desserts to travelers on-the-go. Icebox Cafe provides deliciously prepared food using nature's greatest gifts to create thoughtful dishes, award-winning desserts and to offer warm hospitality. In 2020, Icebox Cafe's expansion included a second location in Hallandale Beach and a Test Kitchen and Commissary. Learn more at <http://iceboxcafe.com/>.

### **ABOUT THE HALLANDALE BEACH CRA**

Since 1996, the mission of the Hallandale Beach CRA is to promote economic development and enhance quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation.