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FOR IMMEDIATE RELEASE

Crabby's Oceanside to take over at Cocina 214 Daytona Beach

July 30, 2019: West Coast restaurant management company, Beachside Hospitality Group, is bringing a new brand to "World Famous" Daytona Beach, FL. What once was Cocina 214, located at 451 South Atlantic Avenue in Daytona Beach, will soon become Crabby's Oceanside.

Representatives from Beachside Hospitality Group want guests of Crabby's Oceanside to be able to enjoy fresh local seafood, with an incredible view of beautiful Daytona Beach. "This is an area we've wanted to bring our brand into for quite some time. It's truly a dream of ours here at Beachside to be able to open yet another east coast restaurant," notes CEO Greg Powers. Beachside Hospitality Group was awarded the bid for Ft. Pierce's Original Tiki Bar in May 2018, with much work done by Ft. Pierce native and VP of Beachside Hospitality Group Gary Hardie. Construction is well underway for an April 2020 opening of Crabby's Dockside Ft. Pierce. Alongside Powers and Hardie include CFO, Lisa Smithson, and COO, Eddie Wright, both with 20+ years' experience in restaurant management.

Long-term General Manager of Crabby's Dockside Clearwater Beach, Jason Zelenak, will take lead on bringing the Beachside brand to Daytona Beach. As acting Managing Partner for Crabby's Oceanside, Zelenak brings a plethora of knowledge to the table. Zelenak states, "our goal is to hold on to as many current Cocina 214 employees as we can. We want to make this transition over to Crabby's Oceanside as quickly as we can to ensure that the current workforces have as little down-time as possible. Our brand and our reputation are something we pride ourselves in, and Crabby's Oceanside won't deter from these objectives."

Sarasota muralist, Matt McAllister, has also been contracted to design a mural on the south side of the new Crabby's Oceanside. McAllister was hired by the team at Beachside Hospitality Group to create the iconic "*Clearwater Mural*" located at Crabby's Dockside in Clearwater Beach. He also created a 2-story tiered beach scene mural along the front of another Beachside Hospitality Group location, The Salty Crab Bar & Grill in Ft. Myers Beach. Along with the mural to be painted, McAllister plans to enhance the front of the building as well. "The goal is to make it as clean and inviting as possible, while remaining true to the fun-natured area that is Daytona Beach. It will definitely be a building you can't wait to walk into."

Beachside Hospitality Group and Crabby's Oceanside will be handed over keys to the current building on Sunday, August 4th. Design and planning will begin immediately following, with a projected opening shortly thereafter.

Beachside Hospitality Group currently oversees 9 Florida Restaurant locations; Crabby's Dockside Clearwater Beach, Crabby's Dockside Ft. Pierce, Crabby's Bar & Grill Clearwater Beach, The Salty Crab Bar & Grill Clearwater Beach, Crabby's Beachside Bites at Tropicana Field Stadium, Crabby Bill's St. Cloud, Salty's Island Bar & Grille Clearwater Beach, The Salty Crab Bar & Grill Ft. Myers Beach, and Crabby's Oceanside Daytona Beach.

For logos, building renderings, and more information on Crabby's Oceanside and the team at Beachside Hospitality Group, please contact Julia Cassino, Director of Marketing & Events, at (727)667-2957 or JuliaC@BSHGRP.com.

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