



FIVE MORE RESTAURANTS COMING TO TEMPE'S NOVUS PLACE
From Breakfast and Superfood Bowls to Sushi, Scratch-Kitchen Meals, Tea and Craft Drinks,
Novus Place Is Destined to Become an All-Day Foodie's Paradise

TEMPE, Ariz. (May 2, 2023) – Five restaurants, including some first-to-the-market concepts, have signed leases at Novus Place, the new main street entertainment district in the latest phase of the 355-acre Novus Innovation Corridor adjacent to Arizona State University's Tempe campus.

Among them are Blue Sushi Sake Grill, Eureka!, Over Easy, The Alley and Nautical Bowls.

Flagship Restaurant Group's Blue Sushi Sake Grill will occupy 6,021 square feet. The restaurant entered the dining scene in 2002 and now has locations nationwide, including in Denver, Chicago and Nashville. Blue Sushi Sake Grill is the largest sushi group running a sustainably sourced seafood program in partnership with the Monterey Bay Aquarium Seafood Watch and also offers one of the broadest menus of vegan sushi in the country.

New to the market is California-based Eureka! Spread over 4,290 square feet, Eureka! will feature a scratch kitchen and exceptional hospitality, creating a one-of-a-kind dining experience with gourmet burgers, great food and creative drinks, including local craft beers, small-batch whiskeys and craft cocktails. The restaurant will have an al fresco patio with a water feature, indoor-outdoor bar, live music stage, and whiskey club lockers for their coveted Whiskey Club program.

Over Easy, the uber-popular local restaurant known for creating energized takes on classic breakfast staples with a focus on creating sharable moments, is also part of the new lineup of retailers. The 3,154-square-foot restaurant will include a spacious outdoor patio. The Novus location will expand Over Easy's footprint to 14 locations in the Valley and Flagstaff.

Tea purveyor The Alley will make its Arizona debut with signature milk teas and fruit-infused drinks served in an aesthetically pleasing environment to create an unforgettable experience. The trendsetting brand, with more than 400 stores worldwide, will occupy 1,738 square feet.

Rounding out the list will be Minnesota-based Nautical Bowls offering delicious and nutritious acai and superfood bowls which are gluten-free, dairy-free, plant-based, soy-free, contain zero refined sugars, and are made with organic, all-natural ingredients. They are packed with essential vitamins and nutrients to fuel your life. In its 1,211-square-foot fun and energetic space, the Novus Place location will expand the footprint beyond the Arizona debut location in Scottsdale.

"These concepts will appeal to a variety of palates, and together, they will add to the energy that will be distinctly Novus Place," said Charley Freericks, senior vice president of Catellus Development Corp.

The new retailers will join Fox Restaurant Concepts, which will serve as the anchor tenant of Novus Place with three concepts – Flower Child, Blanco Cocina + Cantina, and North Italia.

Novus Place will ultimately span 275,000 square feet of shopping, dining and entertainment options, and serve as the central gathering place for residents and visitors who want to stroll along shaded walkways, explore on paved bike paths and people-watch at the community's urban parks and pedestrian promenades.

This central hub will be part of Novus Innovation Corridor's vision to create a walkable, sustainable neighborhood destined to become a model for modern urban cities. As one of seven ASU Innovation Zones, Novus will empower businesses of all sizes to grow and scale at an impressive speed while contributing a projected \$1.86 billion annually to the local economy.

"These five new restaurants will add to the vibrant entertainment destination Novus Place is becoming to the benefit of the Tempe and Valley communities," said Morgan R. Olsen, ASU's executive vice president, treasurer and CFO. "Novus' location in downtown Tempe on the ASU Tempe campus provides access to extensive educational resources, broad research activities and exciting entertainment venues like Sun Devil Stadium, Desert Financial Credit Union Arena, Mullett Arena and Tempe Town Lake. This is a true live/work/play opportunity that will be greatly attractive to today's professionals."

Novus is a public/private partnership between ASU and Catellus Development Corporation. Upon completion, Novus will also encompass 6.5 million square feet of premium Class A office space, hospitality assets and 4,100 residences.

For more information, visit NovusASU.com.

ABOUT THE RETAILERS

Since its inception in 2002, [Flagship Restaurant Group](#) by Nick Hogan, Anthony Hitchcock, Tony Gentile and Tom Allisma has grown to become one of the leading elevated and creative restaurant and nightlife groups in the Greater Midwest, South and Southwest. The group, which originated in Omaha, Nebraska, owns and operates over thirty (30) restaurants, with another ten in development. They pride themselves on their sustainability efforts, as their [Blue Sushi Sake Grill](#) concept is currently the country's largest sushi chain running a sustainably sourced seafood program in partnership with the prestigious Monterey Bay Aquarium.

Eureka! Restaurant Group owns and operates 29 restaurants throughout California, Idaho, Nevada, Texas and Washington, including a new concept La Popular CDMX. The Eureka! brand proudly serves only authentic, house-made fare, procuring locally sourced products. The award-winning beverage program features a unique 100% craft beer, small-batch whiskey, and specialty cocktail program sourced only from the most unique artisans.

Over Easy is a breakfast and brunch restaurant offering the best made from scratch food with a modern twist. Among praise from critics, Over Easy has been featured on Diners, Drive-Ins and Dives, Best Thing I Ever Ate, and Travel Channel's – Food Paradise. Over Easy starts everyday with sunshine, energy, and delicious food you can't help but share and enjoy. From breakfast and brunch to drinks at lunch, try the waffle dogs, dive into stacks of pancakes, drink the fresh orange juice, and face every day the Over Easy way: with rays for days.

THE ALLEY is Arizona's newest and most unique tea and coffee destination. With more than 400 stores worldwide, THE ALLEY is a trendsetting brand that brings together the perfect combination of aesthetics,

creativity, design. Our goal is to create an unforgettable experience for our customers and share our passion for the arts of beverage. But we don't just stop at the drinks. We believe that aesthetics plays a crucial role in enhancing the overall experience. Our stores are designed to transport you to a different world, with unique and visually stunning decor that complements our beverages. At THE ALLEY, we believe that life is about experiences, and we want to create the most memorable ones for our customers.

Nautical Bowls knows it is difficult to find a quick meal without compromising your healthy lifestyle—so they combine healthy, fresh superfood bowls with an uplifting atmosphere, giving you the energy to live a full life. This one-of-a-kind acai shop boasts beautiful and nutritious bowls that you can eat for breakfast, lunch, dinner, pre-workout fuel, post-workout recovery or simply a healthy snack! Nautical Bowls currently has 44 locations open and over 150 locations in progress, including 12 in Arizona including Scottsdale and Gilbert.

ABOUT NOVUS INNOVATION CORRIDOR

Novus Innovation Corridor is a 355-acre, multi-phased development, which at completion, will encompass over 10 million square feet of urban mixed-use developments. Strategically integrated with the ASU campus on Tempe Town Lake, the Novus Innovation Corridor is a partnership between master developer Catellus Development Corporation and Arizona State University, ranked as the nation's "Most Innovative University" by *U.S. News and World Report*. The University Real Estate Development Office leads ASU's Novus activities.

Catellus will oversee approximately 8 million square feet of additional new development in Tempe. Novus will include a variety of sustainable urban neighborhoods that feature office, retail, hospitality and residential activities, creating the potential to bring nearly 34,000 new jobs and 5,000 new residents to the thriving Tempe community. Additionally, Novus will feature a main street retail district, Novus Place, nestled in the core of the development. As Novus' "live, shop, dine" epicenter, Novus Place is designed to be an energetic, mixed-use, pedestrian-friendly district. For more information about the Novus Innovation corridor and development opportunities, visit NovusASU.com, call (480) 566-9900 or email NovusASU@catellus.com.

ABOUT ARIZONA STATE UNIVERSITY

Arizona State University has developed a new model for the American research university, creating an institution that is committed to access, excellence and impact. ASU measures itself by those it includes, not by those it excludes. As the prototype for a New American University, ASU pursues research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.

ABOUT CATELLUS DEVELOPMENT CORPORATION

Catellus is a national leader in mixed-use development, solving some of America's most complex land challenges. With over 38 years of experience as a land development partner (sometimes referred to as a master developer), Catellus has transformed former airports, military bases and urban industrial sites into thriving retail, residential and commercial communities. Catellus also excels at executing the retail and office components of these complex projects, often serving as the vertical developer.

As a land developer, vertical developer or both, Catellus creates places that thrive in their urban locations and attract some of the nation's top tenants and builders. Anchored by corporate headquarter facilities, hospitals, universities and other service organizations, Catellus' mixed-use developments are highly valued in the local communities they serve.