

DISCOVER CULINARY GOLD: EUREKA! OPENS IN TEMPE, AZ

Offering Guests a Local Blend of America's Best Food and Spirits in an Exciting and Social Atmosphere, Eureka! is Set to Open in Tempe on Monday, February 19, 2024



TEMPE, AZ (February 5, 2024) -- Making its delicious debut on Monday, February 19, 2024, [Eureka!](#) opens in Tempe. With a commitment to being a scratch kitchen and providing exceptional hospitality, Eureka! creates a one-of-a-kind dining experience like no other restaurant: great food accompanied by a creative craft beverage program. Eureka! features an elevated collection of the best local craft beers, small-batch whiskeys, and classic yet modern cocktails at an approachable price point that is perfect for the local community to dine, drink, and socialize.

“We build our restaurants always keeping in mind our values; Energy, Discovery, and Community. We strive to create an energetic environment, where guests can discover their new favorite burger or unique small-batch whiskey, while supporting the local community through our beverage program featuring the best local breweries, distilleries, and wineries in California. Eureka! is the

perfect destination for all. From the beer geeks, to local professionals, students, and hockey fans looking for an exciting dining experience, guests should look no further than Eureka!." stated Founder Paul Frederick.

Eureka! will be part of Novus Place, the new main street entertainment district in the latest phase of the Novus Innovation Corridor, adjacent to Arizona State University's Tempe campus. When complete, Novus Place will span 275,000 square feet of shopping, dining and entertainment options and will 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., Eureka! boasts seating for 203 guests in a modern distillery look with desert design elements nearing 4,800+ square feet in total. The contemporary restaurant is centered around a bar that highlights Eureka!'s exciting offers, and a weatherized patio with a water feature for guests that enjoy dining al fresco. The dining room has 117 whiskey lockers that will provide whiskey lovers a chance to discover their new favorite whiskeys and own their own personalized lockers.

Eureka! specializes in American classics with a modern twist with its diverse selection of appetizers, all natural, carrot-fed Angus beef burgers from [Santa Carota](#), signature plates, innovative salads, and delectable desserts. Menu highlights include the **Mac N' Cheese Balls** made with a scratch made beer cheese sauce and Fresno chiles; **Bone Marrow Burger** featuring bone marrow shiitake butter, grilled onion, horseradish mustard aioli, and roasted Roma tomato; **Fresno Fig Burger** topped with fig marmalade, melted goat cheese, bacon, tomato, red onion, arugula, and spicy porter mustard; and **Bourbon Barrel Cake** made with dates and whiskey, finished with pecans, caramel, and paired with vanilla bean ice cream.



The beverage program at Eureka! revolves around the restaurant's commitment to serving premium products that are highly sought after. Eureka! offers 20 craft beers on tap including the best local breweries: The Shop Beer Co., Wren House Brewing Company, Roses by the Stairs Brewing, and Arizona Wilderness Brewing Co., and many more. The signature cocktail program includes guests' favorites: **Wild Child** with vodka, watermelon, mint, lemon, aloe, rosé and habanero salt and the **Tipsy Pig Old Fashioned** with bacon-infused WhistlePig, bitters, and barrel aged maple syrup, and **The Headhunter King**, a tiki cocktail featuring Jamaican rum, macadamia nut, lime, pineapple, orgeat, and falernum. Additionally, there are 40+ small batch whiskeys and a special off-menu selection featuring various hard-to-get and strictly allocated whiskeys like Pappy Van Winkle and offerings from the Buffalo Trace Antique Collection available

to the most discerning whiskey drinkers. Whether guests are looking to enjoy a delicious dinner or grab a craft beer during “hoppy” hour, Eureka! is the perfect restaurant for any occasion.

Eureka! is bringing high energy to Tempe at 690 S. Novus Place, Tempe, AZ 85281. The restaurant’s hours are: Sunday through Thursday from 11 a.m. to 11:30 p.m. and Fridays and Saturdays from 11 a.m. to 12:30am with Monday - Friday “hoppy” hours from 3 p.m. to 6 p.m. Weekly events include Moscow Mules Monday, half-off wine on Tuesdays, Steal the Glass on Wednesdays, \$10 Buffalo Trace Old Fashioned Thursdays, and \$7.50 Bloody Marys and Mimosas on the weekends.

ABOUT Eureka! Restaurant Group: Eureka! is a dynamic culinary powerhouse overseeing a portfolio of 34 operational restaurants (and an additional two in development), collectively generating an impressive \$150 million in sales. Housing three innovative brands in collaboration with Grupo Carolo – Eureka!, La Popular CDMX and The Amalfi Llama – the group’s offerings epitomize energy, discovery and community. Rooted in scratch-kitchen expertise and enriched by an acclaimed cocktail program, Eureka! Restaurant Group redefines dining through its captivating concepts and unwavering commitment to exceptional experiences. For more information, visit eurekarestaurantgroup.com and follow @EatDrinkEureka on Instagram and Facebook.

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.