



NOVUS INNOVATION CORRIDOR SERVES UP ANOTHER DELICIOUS DINING OPTION WITH THE MELT
California-based eatery known for redefining burgers and other classic favorites now open

TEMPE, Ariz. (July 17, 2025) – Novus Innovation Corridor, the innovative 355-acre mixed-use destination at Arizona State University's main campus, is serving up another delicious dining option with the addition of The Melt.

The California eatery is known for redefining comfort food by reinventing classic favorites for the modern palate is now open at Novus Place. Among its signature menu items are MeltBurgers, along with a melted three-cheese classic, patty melt and Mac Daddy, which combines creamy mac 'n cheese with sharp and medium cheddar and smoked bacon. These entrees, plus an array of other sandwiches, sides, salads and soup, milkshakes round out the menu, which emphasizes fresh ingredients without artificial ingredients.

The company also boasts an exceptional "I Love it Here" experience that touches every aspect of its operations – from reimagined comfort food to top-tier hospitality and brand loyalty.

"We're thrilled to expand our footprint in Arizona with a second location at Novus Place," said Ralph Bower, a 30-year fast-casual veteran and Phoenix native.

Founded in 2011 in San Francisco, The Melt has 16 locations in California and Arizona, with plans to open up to 10 additional company-operated restaurants in Arizona over the next 3 years.

"The Melt will add even more character to an already vibrant Novus Place," said Sean Whiskeman, Senior Vice President of Development at Catellus Development Corp.

This new concept joins Fox Restaurant anchor tenants **Flower Child**, **Blanco Taco Cocina + Cantina**, and **North Italia**, along with **Blue Sushi Sake Grill**, **Eureka!**, **Over Easy**, **Starbucks**, tea purveyor **The Alley** and **Nautical Bowls** at Novus Place, the development's main street entertainment district. This must-stop destination 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 eight 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.

"Novus' location in downtown Tempe on the ASU Tempe campus provides access to extensive educational resources, broad research activities, and exciting entertainment venues like Mountain America Stadium, Desert Financial Credit Union Arena, Mullett Arena and Tempe Town Lake," said Dr.

Morgan Olsen, executive vice president, treasurer and CFO of ASU. “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 MELT

Founded in 2011 and headquartered in San Francisco, The Melt has redefined comfort food by taking classic favorites and reinventing them for the modern palate. In 2016, when 30-year fast-casual veteran Ralph Bower took the helm, his first step was to survey both guests and team members. That invaluable feedback has shaped The Melt’s ongoing success, informing decisions on everything from menu innovation to guest service standards. This focus on listening and learning underpins our passionate commitment to delivering an “I Love it Here” experience, impacting every aspect of our operations—from reimagined comfort food to top-tier hospitality and brand loyalty.

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.

Within this space, Novus Place is a vibrant, pedestrian-friendly entertainment district in the heart of Novus Innovation Corridor. With a variety of unique, new-to-market, and familiar restaurants, as well as retail shops, parks, and green space, Novus Place is a Tempe destination for foodies, families, and visitors alike.

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 40,000 new jobs and 5,000 new residents to the thriving Tempe community. 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 AND UNIVERSITY REAL ESTATE DEVELOPMENT

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.

University Real Estate Development receives, cultivates, advances, and monetizes commercial and residential real estate to support the mission of Arizona State University. The goal of every transaction is to bring more resources and more revenue to the table for education. These transactions create real impact for ASU faculty, students, research, and ultimately, our communities.

ABOUT CATELLUS DEVELOPMENT CORPORATION

Catellus is a national leader in mixed-use development, solving some of America’s most complex land challenges. With over 40 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.