



For Immediate Release

**MAYOR BOOKER CELEBRATES ENTREPRENEURIAL
RESTAURANT VENTURE BY THREE NEWARK NATIVES
*Creation of 12 local employment opportunities;
Trendy interior design; Multi-ethnic menu with seasonal selections***

Newark, NJ – DecemOctober 1722, 2008 - Mayor Cory A. Booker was joined today by Deputy Mayor for Economic and Housing Development Stefan Pryor, Brick City Development Corporation Chief Executive Officer Joseph Ritchie, Principal of C+C Architecture Frederick CookeRegional President of PNC Bank Daria Placitella, and Co-Owners Saul Alvarez, and Victor and Michael Cabezas for the official grand opening of MiSaVi Restaurant and Lounge.

Located at the corner of Van Buren and Clover Street, the new Ironbound venue seats 50 guests for dining and entertainment. The approximately 1200 square foot interior, developed by Newark based C+C Architecture, includes a mosaic tile bar counter top, custom made cement sinks, and high gloss epoxy flooring. Brothers Michael and Victor Cabezas and long time friend Saul Alvarez partnered in 2007 to develop the concept, menu, and design into the newest addition to Newark's 24/7 downtown retail, dining and entertainment experience.

"As Newark Natives, we chose this great city to bring the local community a taste of Manhattan's glitz and glamour with hometown flair. We are embracing our city's rebirth while supporting it's economic growth, especially during these trying times. It is our promise to continue to invest financially, employ locally, and utilize local purveyors," said MiSaVi Proprietor Saul Alvarez. MiSaVi Restaurant creates 12 local employment opportunities. The company also contracted a local design firm, Tritonic LLC, for brand development and marketing.

"Newark has long been celebrated for its eclectic cuisine, especially in our Ironbound district," said Mayor Booker. "The opening of MiSavi Restaurant highlights the efforts of local entrepreneurs who are dedicated to providing stellar service to residents and visitors alike, and adds yet another chapter to Newark's long-standing tradition of delicious dining. I urge everyone to come out, enjoy, and show their support."

- MORE -

Boasting seasonal and contemporary selections, MiSavi's menu features an array of tapas, sliders, sandwiches and classic options including a 20 oz NY strip, and double cut pork chop. "Our eclectic New-American menu integrates itself perfectly with the design of the restaurant. A stark contrast to neighboring bars and restaurants, Misavi is set to pioneer the new development in this city's bright future," said Executive Chef and Proprietor Victor M. Cabezas. Cabezas recently competed on a new Food Network Show, *Chopped*, which premieres in January.

"We are delighted to both celebrate and support new and innovative business models in Newark. MiSaVi provides another option for our workforce, residents and visitors to experience our City," said BCDC CEO Joseph Ritchie.

For more information about MiSaVi Restaurant and Lounge, visit www.misavi.com

- NEWARK -

Contact: City of Newark Press Information Office – (973) 733-8004
Pressoffice@ci.newark.nj.us

Garnesha Crawford, BCDC – (973) 273 – 1040, ext 2838
crawfordg@bcdcn Newark.org

Saul Alvarez, MiSaVi Restaurant and Lounge – (201) 403-8015