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FOR RELEASE

THE FLAVORS OF DAYTONA BEACH

From sweet taffy to savory seafood – visitors find options to please all palettes

DAYTONA BEACH, Fla. (April 17, 2015) – Daytona Beach is the original American beach. It's a destination that stirs up feelings of fun in the sun simply by saying its name. It is the original sunshine escape and family beach destination. With that designation comes a long history of bringing families together for meals in a wide variety of well-established sweet and savory locales.

Largest shucking event of the year!

Every April, visitors look forward to the largest shucking event of the year: the Halifax Oyster Fest.



Named for the Halifax River, the Halifax Oyster Fest celebrates these local delicacies, April 25-26, 2015.

Named for the Halifax River, the Intracoastal Water (ICW) and river basins are a hot bed of oyster beds! The tidal waterways are the perfect habitat for these delicacies and after the "Party with a Purpose" is over, volunteers replenish the oyster beds with thousands of empty shells. Whether you like your oysters raw, steamed or in specialty oyster dishes, there will be oysters, oysters and more oysters! You'll also find great local cuisine in "Restaurant Row" and live music.

Plan your getaway: [Halifax Oyster Fest](#), April 25-26, 2015, Manatee Island, Daytona Beach, Fl.

See [Iconic Pier Dining Experiences](#), next page.

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Daytona Beach

Iconic Pier Dining Experiences

Visitors appreciate the 'beachy' casual atmosphere of Daytona Beach's iconic oceanfront restaurants. The sun may set in the west, but the last rays of the day stretch across the horizon and hit the cresting waves just right. Dining on the beach is a laid back, flip flop affair that encourages visitors to unwind afterward with a walk to reconnect in the sea breeze.



Daytona Beach has two restaurants perched on each of its iconic piers – if the sign says **Crabby Joe's**, then you're on the beloved Sunglow Pier; if it says Joe's Crab Shack then you're on the "grand dame" of piers - the Daytona Beach, or Main Street, Pier. These two piers offer a dining experience unique to Daytona Beach – they are two of the six wooden piers that still exist in Florida today. Odds are better than good that you'll capture some playful dolphins, majestic seabirds and surfers playing in the ocean waves.

Iconic piers in Daytona Beach are two of the last six remaining wooden piers in the state of Florida.

Sunglow Pier is a little off the beaten path and located further south in Daytona Beach Shores. It's weathered its share of storms since 1960 and comes in just under 1,000 feet. To get to the pier, fishermen walk through the restaurant which makes for a nice casual vibe and offers diners a peek at today's catch. After all, the sign does say, "No Shirt, No Shoes, No Problem." If you're looking for someone to cook your catch, you can bring it to Crabby Joe's and they'll fry up a basket for just \$3, which includes a refreshment and a side. Before you go, check out **Crabby Joe's menu**.



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Daytona Beach Pier has been a memory-making mainstay since 1925. At 1,000 feet, the centrally located pier is surrounded by the famous boardwalk amusements area and is one of the area's most recognizable landmarks. If you go, be sure to extend your view into the ocean's blue magnificence and check out The Roof, located just above Joe's Crab Shack. Both restaurants offer delicious house specialties, or you can grab a quick slice of pizza on the pier or boardwalk and explore.

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Oceanfront Recommendations & What's Nearby

Be on the look-out for the all-you-can-eat specials at **Riptides Raw Bar and Grill** right next to the **Andy Romano Beachfront Park**; see why the “Ocean Decker” hamburger at **Ocean Deck** is served with a steak



Daytona Beach boardwalk and pier draws revelers to its arcades and amusements.

knife, then mosey over to the **Daytona Beach Boardwalk and Amusement Area**; if you're pining for pasta e fagioli, **Rosselini's Restaurant**, just a block from the beach and pier, will satisfy; and **Racing's North Turn Beach Bar and Grill**, the landmark restaurant that celebrates the origin of racing on the beach, serves up the “Russ Truelove Prime Rib Sandwich” with surf shops, a preserve, and fishing charters all less than a mile away.

Cooking Your Catch

Some area restaurants will handle your personally caught fresh fish for you. If you happen to be fishing on the shoreline, bring it right to Crabby Joe's on Sunglow Pier. They're happy to fry up a basket for you and serve it with a refreshment and a side of your choice for only \$3. Or try it Thai style! Chef Sarine Sok of **Thai Woodhouse** will expertly prepare your catch and cook it to the spice level that suits you.

The Intracoastal Waterway and The Inlet

The flavors of Daytona Beach are bicoastal: ocean vibe on one side and remarkable riverfront dining on the Intracoastal Waterway (ICW). You would be remiss if you missed one of these “not-always-on-the-visitor-map” locales:

- Enjoy the easy-going ambiance of **Caribbean Jacks Restaurant and Marina** less than a mile from **Riverfront Shops** on historic downtown Beach Street and **Jackie Robinson Ballpark**.
- Trek south of the Dunlawton Bridge on A1A to discover these riverfront eateries that are in close



proximity to the **Ponce de Leon Inlet Lighthouse** and the Marine Science Center: **Our Deck Down Under**, literally underneath the Dunlawton Bridge, serves up steamed shrimp like no other; **Boondocks**, located “somewhere in Wilbur by the Sea,” near mile markers 59 and 60 if arriving by boat, is

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worth finding for their conch creations and Zuppi di Clams. Out to the inlet, **Down the Hatch, Hidden Treasure Rum Bar and Grill** and **Inlet Harbor** have been satiating visitors' hunger for decades.

For that Special Night Out

There are surefire stand outs in the local cuisine scene for that special someone or to enhance a memorable experience. Voted one of America's Top 100 Most Romantic Restaurant, **The Cellar**, visited recently by Emeril, serves fine Italian cuisine by award-winning chef Sam Maggio. For more one-of-a-kind ideas, check out these **fine dining options** and acquaint yourself with the fabulous entrees of **Mario's Italian Restaurant**.

Sweet Treats

Hungering for a dark chocolate covered orange peels? Or salt water taffy galore? Let your sweet tooth guide you to **Angell and Phelps Chocolate Factory** (est. 1925), where you can enjoy handmade chocolates made fresh every day. A stroll along the boardwalk is complete when you pop into **Zeno's Boardwalk Sweet Shop**. Family-owned since 1948, Zeno's is a favorite go-to spot for scooped ice cream and every taffy flavor you can imagine. Likewise, you'll find there is no shortage of artisanal fresh baked goods to enjoy with the morning coffee or afternoon tea – from French and Greek style to Hungarian and Italian. Dining in the Daytona Beach area is a satisfying experience from beginning to end.

About the Daytona Beach Area

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, the Rolex 24 At Daytona and the Daytona 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing.' With more than 15,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction** and **Best Spring Break Beach Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit DaytonaBeach.com. For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

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