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THE SEA FIRE GRILL NOW OPEN FOR WEEKDAY LUNCH AND OYSTER HAPPY HOUR LAUNCHING JANUARY 10TH

Contemporary American Seafood Reigns Supreme in this Hot New Midtown Spot

NEW YORK, NY, January 2013 – Having conquered the classic American steakhouse with Benjamin Steakhouse on East 41st Street and a second location in White Plains, NY, the Benjamin Steakhouse Group (BSG), owned by **Benjamin Prelvukaj and Ben Sinanaj**, has moved beyond beef with the opening of **The Sea Fire Grill** (158 East 48th Street, NYC, 212-935-3785, www.theseafiregrill.com). At the kitchen's helm is **newly appointed chef Ted Pryor** formerly of Opia Restaurant, Les Halles and Orsay. The Sea Fire Grill offers an approachable, contemporary American seafood menu that takes clean, straightforward presentation cues from the group's steakhouse background offering guests an elegant, classic dining experience. **Having opened for dinner during the holiday season, the restaurant is now open for lunch service Monday – Friday and is launching a special “Oyster Happy Hour” Monday – Friday, 4 – 7pm where fresh oysters are \$1.50 a piece and wines by the glass, draft beer, and select cocktails are half priced.**

When entering The Sea Fire Grill (SFG), diners are greeted by a sleek bar area with recessed lighting and ivory colored tile floors. Mirrored features begin and continue from the bar through the lounge area complete with dark hardwood high-top tables that are accented by a shimmering blue wall. A sweeping cream-colored banquette lines the wall of the first dining room and windows above give a glimpse into the courtyard of the Buchanan building with which SFG shares its residence. Moving into the main dining room, diners will find dark wood floors, elegant chandeliers and flowing sheer curtains that dress the windows. At the far end of the room, a roaring marble fireplace, a signature décor feature in all BSG venues, is surrounded by floor to ceiling customized dark wood wine racks. The chic interior was designed in conjunction with Greg Centeno, CEO of New World Planning and Design, Inc.

Upon being seated guests will be greeted with Sea Fire Grill's signature dish for the table, **Whitefish Spread** served with toasted rosemary focaccia and seeded flatbreads. Anyone weary of whitefish will surely sing a different tune after tasting this salty, creamy, flavorful spread – the perfect way to whet your appetite while perusing the menu. Those wanting to start with the raw bar will find favorites such as **East & West Coast Oysters** (\$MP) and **Colossal Shrimp Cocktail** (\$4.75/pc). To get a little taste of it all order the **Seafood Sampler** (\$32), which has all the favorites – fresh clams, shrimp, oysters, and ½ lobster.

Appetizers include a creamy **Lobster Bisque** (\$15) with a generous helping of both claw and tail meat that surprise the palate in almost every bite; **Pan Roasted Scallops** (\$20) accompanied by a celery root puree and luscious caviar beurre blanc; and always a classic, **Jumbo Lump Crab Cakes** (\$20) are the same as at sister restaurant Benjamin Steakhouse – fried and crispy on the outside with melt in your mouth crab meat on the inside with red pepper coulis for a kick.

Seafood lovers will marvel in the fish and shellfish entrées: **Yellowfin Tuna** (\$40) has a flavorful crust of fennel, coriander and cumin, is served over bok choy and finished with an umami rich sauce of sesame and soy; and **Whole Maine Lobsters** (\$26/lb) are broiled or steamed or stuffed with succulent crabmeat for \$31 lb. While fresh, seasonal seafood is certainly the focal point at Sea Fire Grill, the owners have also borrowed their expertise of steaks and their signature dry-aging process perfected at Benjamin Steakhouse for meat hungry diners as evidenced by **Sea Fire Grill's Surf & Turf** (\$MP), a must have for aficionados seeking the best of both worlds indulging in tender bone-in filet mignon and one-and-a-half pounds of buttery steamed lobster. Pair these main dishes (among many others) with any side offering such as velvety **Whipped Yukon Gold Potatoes** (\$9), **Brussels Sprouts with Smoked Bacon** (\$9), or decadent **Lobster Mac & Cheese** (\$15).

Guests looking for a quick bite or a drink at the bar can order from the expansive bar menu with favorites such as a buttery, succulent **Lobster Sliders** (\$25), light and crispy **Calamari** (\$14), and very tasty **Long Island Littleneck Clams** (\$2/pc). Monday through Friday, guests are encouraged to get out of work early to take advantage of Sea Fire Grill's Oyster Happy Hour where fresh oysters are \$1.50 a piece and wines by the glass, draft beer, and select cocktails are half priced.

Specialty cocktails were developed to appeal to both men and women. The **Fleur Garnis** combines gin, lavender elixir, lemon and Champagne for a bubbly, light drink to complement several seafood dishes, while the **Thyme Will Tell**, made with bourbon, thyme, Vermont maple syrup and lemon is a perfect pairing for heartier meat dishes. The menu also boasts an impressive listing of classic cocktails like the **Sazerac**, **Sidecar** and **Old Fashioned**. The wine list at SFG has been carefully curated by **Beverage Director/Sommelier Jason Ferris** who is known for shaping the wine programs of restaurants nationwide, including SD26 and Gilt here in NYC and at Philadelphia's Striped Bass where his work was recognized by *Food & Wine Magazine* as one of "2005's Top Ten New Wine Lists." Ferris' keen palate also recently made him a "Top Taster" winner in a blind tasting at this year's New York City Wine & Food Festival.

"We strive to deliver perfectly executed dishes and impeccable service to our patrons," says owner Benjamin Prelvukaj. "Our customers at Benjamin Steakhouse have come to rely on us for delicious, unforgettable, consistent cuisine and our goal is to transition the success we've seen with steaks to seafood. We're truly excited about The Sea Fire Grill and aspire to become NYC's destination for contemporary American seafood."

The Sea Fire Grill boasts not one but two private dining rooms, one located at the immediate entrance that includes a lavish wine closet and can accommodate 18 people, and one in the basement, only accessible via the kitchen, which can hold 30 and will offer exclusive chef tasting menus.

The restaurant is open for dinner daily from 4:30 – 11pm and for lunch Monday – Friday from 11:30am – 3:30pm. **Oyster Happy Hour Monday – Friday from 4:00 – 7:00pm.**

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For more information or press inquiries, please contact KB Network News at 212-777-3455