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## **New Restaurant Opened On Restaurant Row**

*Brasserie-style restaurant with American flair is  
now Open in the Dellagio Shopping Center*

**Orlando, Fla. – Nov. 11, 2015** – Urbain 40 American Brasserie & Lounge is everything great about a classic brasserie (and then some) with a modern twist. It is the newest eatery under parent company Boulevard Restaurants and is a new concept for the organization and Orlando. This cutting-edge eatery opened its doors November 9<sup>th</sup>, and is now ready and willing to shower locals and visitors with decadent dishes, an alluring ambiance and big city cocktails.

Brasseries are making their debut in Los Angeles, Chicago, Las Vegas, other major foodie cities and now Orlando. With the vogue nature of brasseries and the eclectic demographics and palettes of Orlando in mind, Jaafar Choufani is setting up shop on Restaurant Row, but with his own spin.

Choufani is the owner and operator of Urbain 40. He is also a practicing attorney for a renowned Orlando law firm, as well as an executive for Boulevard Restaurants with 15 years of restaurant experience. In addition, Choufani is the only local sports agent for NBA players. It was Choufani's strong ties to professional sports coupled with Urbain 40's cosmopolitan flair that resulted in two NBA players signing on as investors in the concept.

"We borrowed from 1940s classics but added an old Florida spin," said Choufani. "The environment we've created is filled with greenery but also encompasses big city sophistication." Choufani continued to say, "Guests can enjoy sampling chef favorites in the library, hearty meals in our discreet private gathering spaces, live music in the main dining area and decadent wines shelved in wine lockers throughout the building. Open for brunch, lunch, dinner and late night, we also offer rich history in the lounge, much like the speakeasies of the 1920s, and showmanship at the chef's table."

Orlando's tourists and local food enthusiasts want high-level, white-glove food that's still affordable and Urbain 40 hits the spot. The traditional but classic menu, crafted by Boulevard Restaurants' chefs, Michael Rodriguez and Jean-Stephane Poinard, serves exactly what customers are looking for – innovative comfort food. Rodriguez will continue to serve as corporate chef for Boulevard Restaurants, while "Toque Blanche" recipient Poinard will serve as the concept chef for Urbain 40.

Much like the food it serves, the French word “urbain” translates to “sophisticated or refined” in English and is pronounced “urban” in French. However, Choufani has chosen to stick with the French spelling but the English pronunciation so it reads as “urbane.”

**About Urbain 40**

Urbain 40 is an American brasserie and lounge that serves chef-crafted cuisine inspired by both American and continental classics in Orlando, Florida. This 1940s eatery offers imaginative staples for brunch, lunch, dinner and late night. The modern rendition features a simple and elegant atmosphere reminiscent of the big band era, with menu items that change with the seasons.

**About Appleton Creative**

Appleton Creative is an award-winning, full-service advertising agency located in Orlando, Florida. Appleton works with local, national and international clients to provide marketing strategies through print, web, social media and video production – *all in-house*. At Appleton, we want to learn about your business, empower your marketing team and be your creative resource. Your marketing goals are worth a conversation: contact us at 407-246-0092 or [info@appletoncreative.com](mailto:info@appletoncreative.com).

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