

# **DELRAY BEACH TRIBUNE**

*Your closest neighbor*

## **Don Shula to Open Signature Burger Joint in West Delray Beach in July**

**By Fred Hamilton**

Football legend Don Shula is taking on the crowded burger category with the July launch of his fast-casual dining concept called Shula Burger in Delray Beach.

Shula's newest restaurant concept will host a grand opening celebration on July 10 in the Delray Marketplace, 14917 Lyons Road, Suite 114, Delray Beach, FL. Store owner, Carrie LaNoce, will be hosting multiple events from 11 a.m. to 10 p.m. during the grand opening, including a drawing that will give 50 winners free burgers each month for the next year.

With indoor and outdoor patio seating, the newest of four Shula Burger locations will provide a family-friendly, fast-casual dining option for Delray Beach residents and visitors to the Delray Beach area, restaurant executives said. This restaurant is the perfect place to satisfy any burger craving.

"We've combined the hottest trends of better burgers in a fast casual setting with the transparency of cooking right before the customer for a spectacular dining experience we know will catch on here and around the country," says Coach Don Shula, Shula Burger founder. "The Shula Burger brand allows us to serve more customers more often, and introduces new consumers to the Shula family and the high quality dining experience we consistently deliver. The brand is a clear winner for us, and we want to accelerate expansion here in South Florida through partners like Delray Beach resident, Carrie LaNoce."

Shula, who has been described as "the winningest coach in National Football League history," founded the Fort Lauderdale-based Shula's Steak Houses LLP, which franchises 32 full-service restaurants across 16 states and includes the following brands: Shula's Steak House, Shula's 347 Grill, and Shula's 2 Steak and Sports, and Shula's Bar and Grill.

He is thrilled that LaNoce is launching the first independently owned and operated Shula Burger franchise location in West Delray.

Located just west of the Florida Turnpike with easy access off of West Atlantic Avenue and Lyons Road, Delray Marketplace is well-positioned to draw from the local Delray market, plus residents and visitors in the Boynton Beach, Boca Raton, and southwest Palm Beach County areas. Nestled between high-end gated communities, country/golf clubs and resorts, and quality new home construction, Delray Marketplace is already becoming Delray Beach's newest hot spot.