



TWO NEW RESTAURANTS, ON-TREND FOOD HALL CONCEPT TO DEBUT AT “ICON PARK”

-- With 40+ restaurants, bars, shops and attractions, I-Drive entertainment destination evolves name to better reflect its guest experience --

ORLANDO, Fla. (April 2, 2019) – Anchored by a 400-foot, jaw-dropping observation wheel that appeared on Orlando’s skyline in 2015, ICON Orlando 360 announced today it will welcome two new restaurants and open an on-trend food hall concept in time for the busy summer season. Officials also shared how its brand is evolving to “ICON Park™” to better capture the entertainment destination’s overall experience.

“In a 20-acre walkable footprint, we have more than 40 restaurants, bars, shops and attractions, all situated around a wonderful central lawn,” said Chris Jaskiewicz, who became CEO in September 2018 after spending more than 25 years in commercial real estate in Manhattan. “We’re the perfect place to eat, drink and have fun in a really relaxed environment.”

The new restaurants include Ox Grill, which will serve contemporary cuisine with steaks, pastas and a selection of international dishes. Ox Grill will also include space for weddings, meetings and special occasions. Mikado, a revolving sushi and hot pot concept, will feature fresh, premium ingredients with no additives.

“Our focus is on creating new, unique experiences that will make ICON Park even more enjoyable for first-time and returning guests,” Jaskiewicz said.

Jaskiewicz also shared plans for a new food hall concept called “Wheelhouse Market” located near the ticket queues for the observation wheel, Madame Tussauds Orlando and SEA LIFE Orlando Aquarium. Currently in a “soft opening,” the market now offers authentically prepared, globally inspired foods like andouille sausage, bangers and mash, and giant Bavarian pretzels; a variety of healthy acai bowls; cupcakes and other sweets prepared daily; made-to-order pizza and pasta; and Latin-inspired fare. A variety of craft beer selections will be available soon.

When Wheelhouse Market is fully realized this summer, guests will be able to make their selections, then gather at comfortable, communal farm tables to watch sports on several large-screen TVs or listen to live music (or an eclectic playlist), depending on the time of day.

Orlando culinary entrepreneur Christopher Buxton is collaborating with Jaskiewicz on the market and curating the menu, which will evolve with the seasons.

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“Food halls are the new food trucks and they’re becoming destinations in their own right,” said Jaskiewicz, who recently developed similar food halls in Manhattan and Brooklyn, and is recognized as an expert in hospitality and real estate trends.

According to commercial real estate firm Cushman and Wakefield, which tracks retail and restaurant trends, the number of food halls popping up in the United States is expected to triple by 2020.

Driven by the new additions and the growing variety of guest experiences, officials also shared new brand nomenclature for the entertainment destination:

- The overall destination – including all restaurants, bars, shops and attractions – has become ICON Park.
- The observation wheel will aptly be named The Wheel.
- The building housing ticket queues for The Wheel, Madame Tussauds Orlando and SEA LIFE Orlando Aquarium will be known as the Wheelhouse.

For more information, visit IconParkOrlando.com.

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ABOUT ICON PARK™

ICON Park™ is a 20-acre entertainment destination in the heart of Orlando’s renowned travel district. A perfect place to ride, dine, drink and explore, ICON Park has more than 40 restaurants, bars, shops and attractions anchored by The Wheel, a can’t-miss 400-foot observation wheel. ICON Park is also home to SEA LIFE Orlando Aquarium, Madame Tussauds Orlando, SKELETONS: Museum of Osteology and Orlando StarFlyer, the world’s tallest swing ride. ICON Park offers a diverse mix of restaurants for lunch, dinner and late-night dining as well as a number of small, casual boutiques. Free parking is available in a multi-level on-site garage, just steps from all the action. Learn more at iconparkorlando.com.

ABOUT THE WHEEL

One of the tallest observation wheels in the world, The Wheel towers above Orlando at 400 feet – or 40 stories – tall. There are 30 air-conditioned capsules that comfortably accommodate up to 15 people and each rotation of The Wheel takes about 22 minutes. Guests may purchase individual tickets or splurge for a private Sky Bar capsule with bottomless beer, wine and Champagne. The Wheel is a popular spot for marriage proposals, birthdays and anniversaries, and gender-reveal events that culminate in The Wheel lighting up in either pink or blue. Learn more at iconparkorlando.com.