



For Immediate Release

Media Contact:

Andrea Alava | andrea@therumblebuzz.com

[Download photos here](#) Renderings by Gin Design Group

Proper House Group Unveils Ash: Water Street Tampa Welcomes Newest Italian-Inspired Restaurant with Reservations Opening April 6

*Email subscribers will receive early access to book their tables starting April 4 for the
concept previews*

Tampa, Fla. – April 4, 2024 – Proper House Group (PHG) is elated to announce the opening of reservations for Ash, an Italian-inspired restaurant poised to add PHG's unique and unapologetic style to Water Street Tampa's dining scene. Reservations for Ash open on April 4, with email subscribers receiving exclusive access to book their tables first. The general public can make reservations starting April 6. Previews for the restaurant will begin on April 13 with guests receiving a sneak peek at the menu and offerings.

Led by the visionary Chef Ferrell Alvarez and partners Ty Rodriguez, Myles Gallagher, and Chon Nguyen, Ash marks the fourth bold move from PHG in the Water Street Tampa neighborhood. With an unwavering commitment to genuine hospitality and craftsmanship, they proudly uphold their distinctive identity, continually striving to innovate and push the envelope.

PHG collaborated with Gin Design Group, an esteemed interior design studio based in Houston, Texas, under the leadership of founder Gin Braverman. Renowned for their deliberate and inventive style, Gin Design Group has curated spaces that exceed expectations. With a portfolio boasting top hospitality and restaurant designs across the nation, Gin Design Group creates distinctive spaces that serve as works of art, complementing cuisine and telling individual stories with their design.

Ash blends playful vibrancy with Italian-inspired cuisine in an effortlessly chic setting. Guests experience a modern, approachable ambiance enhanced by arched lighting elements, and textural touch points throughout the open kitchen and dining room. The restaurant exudes the charisma of the cool kid at the party—refined yet approachable. Custom furnishings, handcrafted finishes, and seamless accent lighting add a whimsical touch, complementing the scale and color of the terrazzo. Drawing inspiration from Water Street Tampa's curvature, organic shapes dominate the space, enveloped in soothing mauve tones. An organically formed canopy trimmed with chrome pays homage to nearby waves, subtly hinting at coastal influence. This design seamlessly blends upscale refinement with laid-back comfort, creating an inviting atmosphere where guests can unwind and savor the experience, accompanied by a curated PHG playlist. Furnishings feature rich-colored upholstery and natural wood finishes, inviting guests to feel at home.

Andrew Duncan will serve as executive chef, showcasing his culinary expertise through a menu highlighting local, sustainable, and seasonal ingredients. Among the featured dishes are the Binchotan grilled Jimmy Nardello peppers, accompanied by fermented sunchokes, pistachio gremolata, and dressed with creamy sunchoke fonduta, making this dish pop with its blend of textures and flavors. The House-made Malfade pasta, boasting toasted garlic, ramp top oil, pickled ramp bulbs, Dungeness crab, and crab roe butter - a play off classic aglio olio pasta - promises to be an unforgettable culinary experience and a likely favorite of diners. Additionally, the Pork Chop 'Milanese' features a 22 ounce center cut chop from Olivor Heritage Farms in Dover, brined with spices and citrus, then pan-fried in smoked pork fat. This dish is complemented by a sweet and acidic date and spicy dijon mostarda, accompanied by a charred chicory salad with three variations of radicchio, each contributing to a blend of bitterness and brightness.

David Madera will serve as Ash's general manager, bringing more than 20 years of restaurant management experience to his new role. A Tampa native, Madera has managed multiple restaurant concepts and developed award-winning wine menus. Under his guidance, Ash's wine program embraces a philosophy of championing boutique, family owned wineries, nurturing relationships with emerging talents and future icons of the wine industry. Madera's commitment to fostering connections with winemakers ensures a dynamic and enriching wine experience for guests, where every sip tells a story of passion and craftsmanship.

Jon Howard, beverage director, has been tasked with creating the bar program at Ash, offering a lighter, refreshing, robust, Italian-forward cocktail menu. Drawing inspiration from Chef Alvarez and the culinary team, Ash's bar program embarks on a journey

through traditional Italian cocktails, infusing them with innovative twists in both execution and presentation. The menu, meticulously curated into five sections—Zero Proof, Aperitivo, Martini, House Drinks, and After Dinner—ensures an unforgettable drinking experience. Whether paired with a course or savored as a standalone indulgence, each sip is crafted to elevate a night on the town.

Music Director, Justin Layman, "DJ Casper," will feature a curated playlist that resonates with Italo Disco, Italian hip hop, and a mix of funky and jazzy vibes, ensuring an unmatched ambiance.

Ash will open with abbreviated hours, Tuesday through Sunday from 4 p.m. until 11 p.m. Regular hours will begin this summer with Ash open daily, Monday through Sunday 11 a.m. until 11 p.m. Reservations are encouraged. For more information, to subscribe to emails, and to make reservations, visit www.ashtampa.com.

###

About Proper House Group

Proper House Group, a dynamic Tampa-based hospitality collective, is the creative force behind a variety of acclaimed establishments within the bustling Tampa Bay region. Its portfolio includes the iconic Rooster & the Till, a Seminole Heights gem that has consistently earned Bib Gourmand Awards in the Florida Michelin Guide. Hailed by the Tampa Bay Times as one of Tampa's top restaurants, Rooster & the Till showcases Proper House Group's dedication to approachable yet sophisticated dining. Beyond Rooster & the Till, the group also boasts a diverse range of venues such as Gallito Taqueria at Sparkman Wharf, The Joinery and Nebraska Mini Mart in Seminole Heights, and Dang Dude and Gordito's at Sparkman Wharf, each underscoring the group's dedication to exceptional dining experiences. Co-owned by Chef Ferrell Alvarez, a 2017 James Beard Foundation semi-finalist for Best Chef South, and esteemed partners Ty Rodriguez, Chon Nguyen, and operations strategist Myles Gallagher, Proper House Group is a pivotal player in the culinary scene with its blend of innovation, passion, and pursuit of culinary excellence. For more information, visit www.ProperHouseGroup.com