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Cheeseburger in Paradise **Awesome Food, Cool Cocktails and Rhythms of the Islands**

Tampa, Florida, January 2010 – Jimmy Buffett’s famous song comes to life when a ***Cheeseburger in Paradise*** opens.

“Everybody has some kind of version of paradise,” says Buffett. “This is ours.... we invite our guests to enjoy time away from the real world when they drop anchor at ***Cheeseburger in Paradise***.”

Beyond the famed traditional signature cheeseburger, the restaurant features an assorted cuisine that includes traditional American favorites, seafood dishes, and house specialties inspired by the warm breezes of the Caribbean. Island favorites include BBQ Ribs, Calypso Chicken Salad, and Bayou Crab and Spinach Dip. Awesome food choices include the signature mini-cheeseburgers, onion six strings and chocolate nachos.

The expansive Tiki Bar features an extensive drink menu, offering a variety of frozen favorites such as Margaritas and Pina Coladas with signature “garnimal” garnishes (our version of exotic fruit garnishes) and the coldest “draft beer”. Embedded within the bar tops are the original handwritten lyrics of the famed ***Cheeseburger in Paradise*** and postcards from around the world.

A visit to ***Cheeseburger in Paradise*** is like a trip to an island fantasy. Even the building beckons to guests to leave their hectic daily lives behind and escape to an evocative world of swaying palm trees, sea adventures and beautiful beaches. The Key West-style structure features a tin and weathered wood water tower and brightly painted latticework reminiscent of the Caribbean.

Cheeseburger in Paradise

Upon entering the restaurant, the eye’s attention is immediately drawn to a hand painted mural of grand scale proportions that captures the serenity and beauty of a tropical sunset, created by a Florida artist. Island decor and nautical sports paraphernalia are scattered throughout the restaurant, while tabletops are covered with an assortment of photographs of tropical water scenes.

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Bright colors of teal and orange complement an assortment of textures including weathered woods, tin roofs, thatch, eucalyptus poles, bamboo, and reed board. Seating features brightly hand painted Adirondack chairs and wooden booths with nautical cushions.

“We are very excited about the opportunity to join Jimmy Buffett in sharing his dream of an escape to an island adventure,” says Steve Overholt, president of Cheeseburger in Paradise.

“We look forward to introducing the ultimate experience for those who are looking for a great evening out – complete with awesome food, cool cocktails and the rhythms of the Island.

END