

Media Contact

Carma PR

305.438.9200

Ashley@carmapr.com

**CELEBRATED SOUTH FLORIDA CHEF BEE TO OPEN THAI STREET FOOD EATERY,
NAIYARA, IN MIAMI BEACH'S SUNSET HARBOUR***Traditional and Contemporary Thai and Japanese Fare in the Heart of South Beach*

Miami Beach, FL – Chef Piyaat Arreeratn, also known as Chef Bee, in partnership with his mother, announces the opening of new Thai concept NaiYaRa Tuesday, December 15, 2015. The restaurant is located at 1854 Bay Road in Miami Beach's locals-friendly neighborhood of Sunset Harbour. Chef Bee will be showcasing an eclectic menu featuring Thai street fare and Japanese specialties for which he is known for at his much loved Oishi Thai in North Miami. Named after his daughter, "NaiYaRa" means friendly, honest and hardworking, which is exactly what guests will find at the new eatery.

"I'm excited and honored to work with my mother on NaiYaRa to bring some of my favorite childhood dishes from Thailand to the Sunset Harbour neighborhood," says Chef Bee. "It's been such a delight working with her to develop a concept that traces back to my Thai roots. The artful design, authentic cuisine and prime Miami Beach location will truly make NaiYaRa a memorable and authentic experience for locals and visitors alike."

Inspired by Bangkok's street food scene and Old Siam, Miami-based design firm Oberhausen will combine both new and old to create a warm, retro-contemporary space. NaiYaRa boasts an open dining room with elegant, tufted red leather banquettes along with both low- and high-top tables made from reclaimed Indonesian teak wood. The space will be sprinkled with vintage soda crates and repurposed traditional fishing baskets from Thailand, and illuminated by industrial and craft lighting. The walls are adorned with custom artwork by Daniel Fila (aka Krave) including the vintage movie poster and vinyl album cover montage in the breezeway, handmade wheat pasted columns, elephant mural at the sushi bar, and fine art installation showcasing vintage memorabilia and The King of Thailand. In addition to the main dining room and sushi bar, there is a separate bar that was custom designed featuring uniquely shaped liquor boxes inspired by back street Thai watering holes, with LED lighting to match the mood of the restaurant. A hand painted sign that reads "Miami Siam" – the traditional name for Thailand – can also be found above the kitschy lighting and zinc bar top.

Born and raised in Chiang Rai in Northern Thailand, Chef Bee moved to the United States over 20 years ago to pursue his passion for cooking. After working his way up the ladder as a sushi chef position at famed Chef Nobuyuki Matsuhisa's Nobu and working with Chef Kevin Korey, Chef Bee opened his own restaurant, Oishi Thai, in 2005. Almost a decade later, the North Miami restaurant still attracts locals and travelers seeking fresh fish and Chef Bee's creative and traditional Thai cuisine. He will bring this experience and knowledge to NaiYaRa where he will be helming the kitchen with his mother. The menu will feature a mix of both exotic and familiar dishes from the various regions of Thailand alongside Japanese specialties. Some of the Thai dishes will be the same ones that Chef Bee's grandmother sold at their local village market in Northern Thailand. Highlights include the **Organic Crispy Bok Choy** with garlic chips topped

with sweet sesame soy; **Crispy Chicken Dumplings** with spicy garlic soy vinaigrette; and **Tom Yum Nahm Khon**, also known as Creamy Ramen Noodle Soup with Prawns.

Miami local Anthony "Tibor" Vecsesi, known for his inventive cocktails and use of fresh ingredients, created the extensive bar menu. There will be an extensive whiskey focus with a wide selection of both domestic and international. In addition to a selection of wines and international and local brewed beers, NaiYaRa will have an impressive sake menu featuring exclusive bottles and blends for sake enthusiasts along with approachable favorites.

NaiYaRa, located at 1854 Bay Road, Miami Beach, FL | 786.275.6005

Dinner will be served Monday – Saturday 6PM to 11PM; Sunday 6PM to 10PM. Lunch to come in 2016.

For more information and reservations, please call (786) 275-6005 or visit www.NaiYaRa.com.

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Piyarat Potha Arreeratn aka Chef Bee

Piyarat Potha Arreeratn, known to most simply as Chef Bee, was born in the small town of Ban Sankhohiang, located in the Chiang Rai province in Northern Thailand, bordering Laos and Myanmar. Born to farmers, he developed an appreciation for culinary arts early on from his mother who taught him about growing his own food, the different techniques of preserving and preparing food, as well as the vast array of flavors within the Northern Thai culture. Chef Bee spent his childhood summers at his grandparents' home in the nearby village of Ban San Macade where under his entrepreneurial grandmother's guidance he learned the art of making Thai street food that she traded and sold at the local village market.

At the age of 18, Chef Bee came to America to study at the University of Central Florida in Orlando. After UCF, Chef Bee moved to Miami where he pursued his passion for cooking. He worked at several Miami area restaurants before landing a sushi chef position at Nobu in Miami Beach. While training under the tutelage of some of the country's finest chefs, Chef Bee learned what it took to run a kitchen and maintain the highest standards. Following Nobu, Chef Bee went on to work under Chef Kevin Cory at Siam River before opening his own restaurant, Oishi Thai, in 2005. Oishi, which means "delicious," quickly became a favorite of diners and critics.