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IRELAND AND PORTUGUAL TO MEET

FOR IMMEDIATE RELEASE

BRADLEY BEACH: The “Draughting Table,” the long-time Bradley Beach restaurant and bar located at 416 Main Street, has been sold according to *Richard R. Santore of, Bielat Santore & Company, Allenhurst, New Jersey*, the broker for the sale. For nearly 25 years the “Draughting Table” has offered fine food and drink to local area clientele and New Jersey Shore vacationers. Opened in 1986, and under the guidance of only two ownership groups, the Draughting Table is a short stroll away from the beach and the nearby Beach Cinemas, making it the ideal spot for a pre-movie dinner and cocktails.

Bradley Beach is situated on the border of a large Irish contingent, so the new owners have decided to add a bit of a twist to the traditional Irish pub concept. They are infusing a taste of their native homeland, Portugal, and implementing casual Portuguese cuisine, a food-type that is now absent in the area. The “Portuguese Shamrock,” is what the new restaurant will be called and the plan is to take the traditional Irish Pub model that is ever so popular on the Jersey Shore and fuse it with the type of Portuguese cuisine and style that has flourished in North Jersey for many decades.

New owners, the Pires family, originate from Portugal. Like many Portuguese immigrants, the family came to America and settled in the Portuguese community in the ironbound section of Newark. Anyone that is familiar with this area today knows that there are excellent Portuguese bars and restaurants on every corner. You could have lunch and dinner in a different place every day for a week and you still will not have dined at every establishment. Each restaurant in Newark is different dependent upon what region in Portugal the proprietors originated from.

According to the Daniel Pires, “unfortunately, there is not one restaurant in Monmouth County, New Jersey, where you can emulate these fine Portuguese offerings. There is a niche in the area that is waiting to be filled.”

The Portuguese Shamrock will be open seven days for lunch and dinner. Watch for unique nightly events and promotions that will be offered to enhance the late night business at the establishment as well.