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P A R T N E R S

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PROMENADE AT COCONUT CREEK WELCOMES TRULI ITALIAN FOOD & DRINK, OPENING EARLY THIS FALL

(Coconut Creek, FL. June 2021) Promenade at Coconut Creek is Truli excited to announce their newest tenant, Truli Italian Food & Drink, scheduled to open early Fall of 2021

Truli Italian Food & Drink [Truli] was developed by global restaurant and bar concept creator and operator, Doug Zeif. Doug is the principal in The Concept Gurus, Next! Hospitality Advisors, Equal Measure Partners, Next Procure, & P3 Hospitality, founded back in April of 2013. "In early 2020, Zeif successfully launched High Dive Seafare & Spirits with acclaimed local Chef, Jeremy Bearman in West Palm Beach. Before starting his consulting firm, Doug spent almost a dozen years as a senior executive with a hotel & resort portfolio company owned by The Blackstone Group and spent several years as a gastronomy and concept consultant to many multi-national companies, including, Darden Restaurants, Karstadt Quelle, AG, and Gastro-Consulting in Germany; Grupo Zena and AnGrup in Spain.

In addition, for almost a dozen years, in the very early stages, Doug was the seminal executive and second-in-command at the nationally famous The Cheesecake Factory, where he was responsible for creating The Cheesecake Factory's universal appeal. Furthermore, Doug also executed a bevy of licensing, joint venture, and lease deals with many of the world's foremost chefs and operators, including Suzanne Goin, Michel Richard, Gordon Ramsay, Masaharu Morimoto, David Burke, Michela Larson, Jereme Leung, Peter Kuravita, Serendipity 3, and Pim Techamunavivit to name a few.

"As locals, we have been coming to Promenade at Coconut Creek since it opened in 2008. We love this center and are really excited to bring our Italian restaurant concept- Truli Italian Food & Drink, to the South Florida community," mentioned Zeif. "This market is missing an Italian concept that is fairly priced, yet delicious, and with an atmosphere meant to invoke feelings of being on holiday in Italy. As Promenade at Coconut Creek is the epicenter of activity in Northern Broward County, we are thrilled to be opening here."

"We are excited to welcome Truli to Promenade at Coconut Creek," mentioned Robert H. Spratt Jr., President of Hill Partners, Inc. "With Doug's impeccable trajectory and Truli's offerings, we are sure this will be a unique experience for the South Florida community and Truli a recipe for success."

Truli will be located beside Naked Taco and across from World of Beer. Its gastronomic proposition includes authentic Italian dishes, with prices and portion sizes that have been engineered to emphasize significant value.

The Antipasti portion of the menu includes dishes such as the Smothered Cauliflower with pink Alfredo, the Bubbling Fontina & Gorgonzola Fonduta served with baby carrots, sweet Italian sausage, and crusty bread and the Roasted Limoncello Wings with a pepperoni sauce, among others. Truli's individual 10" pizzas can be

ordered gluten-free or with cauliflower crust and include favorites such as Funghi, White Clam, and Bacon or the Meatball, Pepperoni, and Sausage.

Truli will give its diners the ultimate Create You Own (CYO) Pasta option. With endless selections, from the pasta to the sauce to the protein, make it your own, even if it's vegan or vegetarian. Not in the mood for pasta? Try their Favorites, such as the Lasagne Sunday Style, the Lo-Carb-Onara, the Eggplant Parm, or the Short Rib Ravioli. We are sure you will keep coming back for more.

The Dolce will be the perfect ending to any meal. Enjoy the Ricotta Cheesecake, with a hint of orange and homemade whipped cream; "A Jar of Limoncello Cream Cake", with mascarpone cream, limoncello, and a graham cracker crust; or their must-try Tiramisu, with espresso-soaked ladyfingers, whipped cream, and a rich mascarpone. All dolci come with a special surprise from Doug & Jenny, the Managing Partner.

This authentic Italian fare is rounded out by the bar's carefully curated selection of wines and unique and creative cocktails. Cocktails such as Truli New Fashioned, the Limoncello Fizz, or the Hey Casanova, will have you singing, Mama Mia!

The restaurant's open, welcoming, and lively atmosphere will allow you to "Truli" be yourself and feel at home. This modern Italian trattoria & bar will be designed as a "get-together" locale, to enjoy the company of friends and family, while savoring authentic Italian cuisine. By combining the most genuine Italian traditions, with thoughtful and playful twists, this will Truli be a "next-gen" restaurant & bar. Welcome to your Italian vacation, in South Florida.

To learn more about the Truli opening or other Promenade at Coconut Creek shops and restaurants, please visit www.promenadeatcoconutcreek.com.

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About Promenade at Coconut Creek

Promenade at Coconut Creek is a unique, open-air mixed-use lifestyle center located in the heart of Coconut Creek, Florida. Anchored by a state-of-the-art, 11-screen Silverspot Cinema and by Guitar Center, it is also home to over 50 retailers, specialty stores, restaurants, and offices. Situated on 22.94 acres and located in close proximity to some of the area's most affluent neighborhoods, Promenade at Coconut Creek is the destination for families and fashionistas alike. Promenade at Coconut Creek is managed and leased by Hill Partners, Inc., one of the nation's premier commercial real estate firms specializing in mixed-use and lifestyle center development, management, and leasing. Located at 4443 Lyons Road, Coconut Creek, FL, 33073, hours of operation are 10 a.m. – 9 p.m., Monday through Saturday and 12 p.m. – 6 p.m. on Sunday. T: 954.376.6976. Website: www.promenadeatcoconutcreek.com.

About Hill Partners, Inc.

Founded in 1983, Hill Partners, Inc. has built its national reputation "one success at a time." For more than three decades, the company has focused on crafting a vision and strategic plan that is not only achievable but through skillful execution creates asset value, reshapes communities and connects world-class merchants, restaurants and other uses to the lifestyle needs of the trade area demographics. The Hill Partners' difference is about long-term success. The company concentrates on three basic divisions: Project Conceptualization, which includes feasibility studies, strategic planning, investment analysis, merchandising and market research; Project Implementation, which includes acquisitions, design management, development / construction management and merchant recruitment; and Property / Asset Management, which includes operations, tenant relations, consumer marketing and accounting; For more information, please visit www.hillpartnersinc.com.

About Truli

Truli Italian Food & Drink [Truli] was developed by global restaurant and bar concept creator and operator, Doug Zeif. With its open, welcoming and lively atmosphere, you will "Truli" be yourself and feel at home. This modern Italian trattoria & bar was designed as a "get-together" locale, to enjoy the company of friends and family, while savoring authentic Italian cuisine. Dishes range from Short Rib Ravioli to the Bubbling Fontina and Gorgonzola Fonduta, from the White Clam & Bacon Pizza to the Steak Tagliatta. There is Truli something on the menu for everyone. This authentic Italian fare is rounded out by the bar's carefully curated selection of wines and unique and creative cocktails. By combining the most genuine Italian traditions, with thoughtful and playful twists, this is Truli a "next-gen" restaurant & bar. Welcome to your Italian vacation, in South Florida.

Opening early Fall 2021, Truli is located at 4443 Lyons Road, D104, Coconut Creek, Florida 33073, United States. Truli will open for dinner from Wednesday through Sunday beginning at 4 p.m. Happy Hour Daily, including on weekends, available for dine-in only, from 4 to 6 p.m. E: info@truliitalian.com T: 954-399-7677. For more information, please visit, www.truliitalian.com.