



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Two New Tenants Joining the Newly Constructed Center Pointe Plaza

MENIFEE, CA— Center Pointe, a newly constructed commercial plaza at Newport Road and Calle Tomas in the City of Menifee, announced two new tenants, Urbane Café and Fishbone Seafood, that developer Tourmaline Capital inked as additions to the plaza. The new tenants plan to open in early 2022 and will add to the dynamic lineup in the 73,000 square foot retail center, bringing fresh, healthy, and diverse dining options to an economic regional hub of Southwest Riverside County.

Urbane Café's expansion to Menifee will be the restaurant's second location to open in Southwest Riverside County, among 20 locations throughout Central and Southern California. Urban Café began in Ventura, focusing on a niche in the industry for nutritious, affordable, and delicious tasting food, centered around locally sourced ingredients, house-roasted meats, crafted sauces, and fresh bread made in-house. Knowing Menifee's "boomtown reputation" and expanding population, Urbane Café is excited to join the synergy of the Center Pointe Plaza.

Fishbone Seafood is a fast-casual fresh seafood restaurant and market that features southern style service and specialties. Reminiscing of the popular Friday Fish Fry that once drew families together throughout the South, Fishbone offers a variety of fried and grilled shrimp, oysters, and fish. Dedicated to the customer experience and providing the freshest seafood available, they are setting the standard for quality and freshness in the seafood and restaurant business. Another first for Riverside County, Fishbone Seafood selected Menifee as its first location for its diverse population, high demand as a region, and business-friendly climate.

"Menifee is a premier shopping and dining destination in Southwest Riverside County, and brands are taking note. Many brands that we had actively been encouraging to join the city are capitalizing on Menifee's incoming development opportunities. We are seeing years of conversations come to fruition and we are thrilled to have these amenities join our community," said Gina Gonzalez, Economic Development Director. "Our residents and trade area are more than eager for new, fresh and unique dining experiences, and restaurants who locate in Menifee realize that their new addition here quickly becomes one of the highest performing stores for their brand."

For more information about these new eateries, please visit their websites at [Urbane Cafe](#) or [Fishbone Seafood – Fresh Seafood Daily](#).

For more information on Center Pointe leasing and how to join the quality tenant lineup or a center in Menifee, please contact the City of Menifee's Economic Development Department at EconDev@CityofMenifee.us or visit www.menifeebusiness.com.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*