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TARA, Ink.

Tayo Otiti

tayo@taraink.com

305.864.3434



THE O.G. SETS ITSELF APART FROM THE DELRAY BEACH SCENE AS THE NEIGHBORHOOD'S NEWEST SECRET COCKTAIL BAR

The O.G. brings Delray Beach a nostalgic blend of culture and style

DELRAY BEACH, Fla. (MARCH 2018) – **The O.G.**, an original, authentic nightlife concept arrives to Delray Beach courtesy of owner **Challo Schott**, the mastermind behind Miami-based bars **Better Days** and **Radio Bar**. The “secret” neighborhood cocktail bar blends culture and style throwbacks repackaged as a local general store. Set to fully open on **April 20**, **The O.G. – “Oceanside Grocers”** – meets both historic and urban Delray Beach head-on with its concept of utilizing unique, modern bohemian vibes to bridge the generational gaps by preserving the best parts of the past and combining them with their appropriate counterparts of today. Wearing multiple hats as the designer, builder as well as the creator of the cocktails program, Challo Schott stands heads above the usual bar owner in making sure **The O.G.** brand truly stays the authentic destination he envisioned it to be.

Sourcing design and décor from local individuals, the blue collar cocktail bar is a timeless capsule. With floral and warm wood design components including plants and greenery, the bar is painted in retro themes making an emotional connection to the past with colorful surroundings adding a touch of class and character and topped off with an original Ms. Pac Man arcade machine.

The “Oceanside Grocers” store theme also allows the venue to display attractively packaged items throughout the space with decorated eastern windows in a vintage storefront style. In addition to packaged items, fresh produce will be on display in market-style crates until ready for use in their cocktails; demonstrating **The O.G.**’s commitment to quality and theme. Intimate booths wrap the northern side of the bar with low lying, low lit wall scones.

The speakeasy’s niche environment consisting of seating areas and small lounge accommodates up to 59 guests with complimentary cups of popcorn along with an extensive bar program including homespun and approachably priced craft cocktails using local ingredients. Some of the fun and whimsical highlights include the **O.G. Hillbilly Martini**, a grapefruit twist on the Margarita, the **O.G. Michelada**, a beer spiked with Mexican spices, and traditional cocktails like the **Moscow Mule** and **Whiskey Sour**. Some uniquely dressed drinks are the **O.G. Frozen Sangria** served in an ICEE cup and the **O.G. Bloody Mary** served in a Campbell’s Tomato Soup can.

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