

# Publicity Report May 2014 RumFish Grill

Media Outlet	Story	Date	Circulation	Impressions
<i>Print</i>				
<b>Boston Globe</b>	<b>RumFish Grill</b>	<b>05/04/14</b>	<b>351,371</b>	<b>737,879</b>
<b>Tampa Bay Times</b>	<b>Tanked/RumFish Grill</b>	<b>05/15/14</b>	<b>299,985</b>	<b>629,779</b>
<b>Tampa Bay Times</b>	<b>RumFish Grill</b>	<b>05/16/14</b>	<b>299,985</b>	<b>629,779</b>
Tampa Tribune	RumFish Grill	04/16/14	173,302	363,934
<b>Tampa Tribune</b>	<b>RumFish Grill</b>	<b>05/16/14</b>	<b>173,302</b>	<b>363,934</b>
Palm Beach Post	RumFish Grill	04/13/14	110,569	232,194
Stuart News	RumFish Grill	04/16/14	80,824	169,730
<b>Sunday-Telegram (MA)</b>	<b>RumFish Grill</b>	<b>05/04/14</b>	<b>77,544</b>	<b>162,842</b>
<b>Florida Today</b>	<b>RumFish Grill</b>	<b>05/18/14</b>	<b>64,315</b>	<b>135,061</b>
<b>Pensacola News Journal</b>	<b>RumFish Grill</b>	<b>05/18/14</b>	<b>47,933</b>	<b>100,659</b>
City & Shore	RumFish Grill	04/01/14	46,000	115,000
<b>tbt</b>	<b>Tanked/RumFish Grill</b>	<b>05/16/14</b>	<b>40,000</b>	<b>84,000</b>
<b>Bradenton Herald</b>	<b>RumFish Grill</b>	<b>05/18/14</b>	<b>36,889</b>	<b>77,466</b>
Island Reporter	RumFish Grill-Tanked	05/01/14	26,000	65,000
<b>Beach Life</b>	<b>RumFish Grill</b>	<b>05/15/14</b>	<b>25,000</b>	<b>62,500</b>
<b>Paradise News</b>	<b>Tanked/RumFish Grill</b>	<b>05/01/14</b>	<b>23,575</b>	<b>58,937</b>
<b>St. Petersburg Tribune</b>	<b>RumFish Grill</b>	<b>05/17/14</b>	<b>23,000</b>	<b>48,300</b>
Edible Tampa Bay	Palm Court-RumFish Grill	Spring	20,000	50,000
<b>Florida Mariner</b>	<b>RumFish Grill</b>	<b>05/07/14</b>	<b>20,000</b>	<b>50,000</b>
<i>Internet</i>				
<b>BostonGlobe.com</b>	<b>RumFish Grill</b>	<b>05/03/14</b>	<b>1,524,456</b>	<b>1,524,456</b>
TampaBay.com(Times)	Tanked/RumFish Grill	04/02/14	745,244	745,244
TampaBay.com(Times)	Tanked/RumFish Grill	04/07/14	745,244	745,244
<b>TampaBay.com(Times)</b>	<b>Tanked/RumFish Grill</b>	<b>05/13/14</b>	<b>745,244</b>	<b>745,244</b>
<b>TampaBay.com(Times)</b>	<b>Tanked/RumFish Grill</b>	<b>05/14/14</b>	<b>745,244</b>	<b>745,244</b>
<b>TampaBay.com(Times)</b>	<b>Tanked/RumFish Grill</b>	<b>05/15/14</b>	<b>745,244</b>	<b>745,244</b>

MyFoxTampaBay.com	RumFish Grill	04/04/14	483,829	483,829
<b>MyFoxTampaBay.com</b>	<b>Tanked/RumFish Grill</b>	<b>05/15/14</b>	<b>483,829</b>	<b>483,829</b>
TBO.com (Tampa Tribune)	RumFish Grill	04/16/14	454,548	454,548
<b>TBO.com (Tampa Tribune)</b>	<b>RumFish Grill</b>	<b>05/16/14</b>	<b>454,548</b>	<b>454,548</b>
<b>WTSP.com (10-Tampa)</b>	<b>Tanked/RumFish Grill</b>	<b>05/16/14</b>	<b>347,593</b>	<b>347,593</b>
BizJournals.com	RumFish Grill	04/09/14	246,500	246,500
BizJournals.com	RumFish Grill Chef	04/30/14	246,500	246,500
<b>BizJournals.com (Tampa)</b>	<b>Tanked/RumFish Grill</b>	<b>05/16/14</b>	<b>246,500</b>	<b>246,500</b>
<b>TravelWeekly.com</b>	<b>RumFish Grill</b>	<b>05/21/14</b>	<b>77,671</b>	<b>77,671</b>
<b>BizBash.com</b>	<b>RumFish Grill</b>	<b>05/01/14</b>	<b>62,220</b>	<b>62,220</b>
CreativeLoafing.com	RumFish Grill	04/10/14	57,000	57,000
TBNWeekly.com	RumFish Grill	04/09/14	21,713	21,713
<b>TBNWeekly.com</b>	<b>RumFish Grill</b>	<b>05/20/14</b>	<b>21,713</b>	<b>21,713</b>
<b>TBNWeekly.com</b>	<b>RumFish Chef &amp; GM</b>	<b>05/21/14</b>	<b>21,713</b>	<b>21,713</b>
Tampa Bay Newswire	RumFish Grill	04/03/14	7,232	7,232
<b>Tampa Bay Newswire</b>	<b>Meet &amp; Greet/RumFish Grill</b>	<b>05/07/14</b>	<b>7,232</b>	<b>7,232</b>
<b>Tampa Bay Newswire</b>	<b>RumFish Grill Chef</b>	<b>05/16/14</b>	<b>7,232</b>	<b>7,232</b>
Karen Kuzel Blog	RumFish Grill	04/18/14	-----	-----
WilmingtonBiz.com	RumFish Grill Chef	04/30/14	-----	-----
HotelInteractive.com	RumFish Grill	04/03/14	-----	-----
<b>Road Trips for Foodies Blog</b>	<b>RumFish Grill</b>	<b>05/18/14</b>	-----	-----
<i>Broadcast</i>				
WTVT-TV (FOX)	RumFish Grill	04/04/14	-----	-----
WTVT-TV (FOX) (3 times)	RumFish Grill	04/09/14	-----	-----
WFTS-TV (ABC)	RumFish Grill	04/09/14	-----	-----
<b>WFTS-TV (ABC) - "The List"</b>	<b>RumFish Grill</b>	<b>05/06/14</b>	-----	-----
<b>WTSP-TV (CBS) (3 times)</b>	<b>RumFish Grill</b>	<b>05/16/14</b>	-----	-----
		<b>Total</b>	<b>10.4 million</b>	<b>12.6 million</b>
		<b>YTD</b>	<b>50 million</b>	<b>58.6 million</b>

# Boston Sunday Globe

## **SNORKEL WITH SHARKS AND EELS AT ST. PETE BEACH RESORT**

Travel 30 minutes south of Tampa to the new RumFish Grill & Bar and you can dine beside a 33,500-gallon aquarium and then slip into the tank and go snorkeling. The restaurant, owned by artist and conservationist Guy Harvey, opens mid-May at the Guy Harvey Outpost, a TradeWinds Beach Resort on St. Pete Beach. The aquarium, created by design stars Wayde King and Brett Raymer of Animal Planet's "Tanked" series, has tarpon, grouper, snapper, small sharks, and eels, among other creatures. Only resort guests can snorkel in the tank. Guests can also take a behind-the-scenes tour that includes feeding the fish and learning about tank management. Room rates start at \$146 per night, double occupancy, plus \$35 daily resort fee; entrees \$19-\$26. 844-786-3474, [www.rumfishgrill.com](http://www.rumfishgrill.com)



# Tampa Bay Times

tampabay.com



From left:  
Brett Raymer,  
Heather King  
and Wayde  
King.

Animal Planet

**1 Meet TV stars:** Fans of Animal Planet's hit series *Tanked* can meet stars Wayde King, Brett Raymer and Heather King during a merchandise and book signing at Guy Harvey Outpost, a TradeWinds Beach Resort, on Saturday. And legendary fisherman and artist Guy Harvey will be there, too. They are all in town to see the progress of Harvey's RumFish Grill, for which the TV show built a 33,500-gallon "snorkel aquarium" that will overlook the dining room. The show, which specializes in building over-the-top fish tanks for celebrities, will feature the restaurant in Friday's episode. The St. Pete Beach restaurant expects to open to the public at the end of May at 6000 Gulf Blvd. You can get photos or autographs Saturday from 10 a.m. to 1 p.m., when parking is free in the short-term lot at the Outpost and at the TradeWinds Island Grand.



## In the know

### Here, you can swim with the fish

The "snorkel aquarium" at the soon-to-open RumFish Grill & Bar will be unveiled on Animal Planet. **Etc., 2B**

Inside today: your new weekly community news section

# Tampa Bay Times

## Splashy new tank on TV

BY SHARON KENNEDY WYNN  
Times Staff Writer

A 33,5000 gallon "snorkel aquarium" overlooking the dining room of a soon-to-be-opened St. Pete Beach restaurant gets its big reveal today on the hit Animal Planet show *Tanked*.

The series specializes in over-the-top fish tanks for celebrities and that's just what they did for the RumFish Grill & Bar at the Guy Harvey Outpost, a TradeWinds Beach Resort. And the series stars, Wayne King and Brett Raymer, will be in town along with legendary fisherman and artist Guy Harvey on Saturday for a meet and greet with fans.

The restaurant is aiming to open at the end of May, a TradeWinds spokeswoman said.

The show's creators asked not to reveal spoilers on the RumFish tank before the show airs, but it will be stocked with indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and eels in the largest tank the show has ever created. Guests will be able to get behind-the-scenes tours and even snorkel in the tank and feed the fish.

It was TradeWinds president Keith Overton who came up with the idea of a destination-worthy fish tank for a restaurant themed for wildlife artist Harvey. Since *Tanked* has created a *Jaws*-themed shark tank for actor Tracy Morgan and a Houdini tank for magic aficionado Neil Patrick Harris, Overton figured they could do the kind of eye-popping aquarium he wanted for RumFish. He had also considered the



Discovery Communications

The show, which stars Wayne King, left, and Brett Raymer, did a magician-themed tank for Neil Patrick Harris. That's cool but tiny compared to RumFish's.

producers of *Fish Tank Kings*, which airs on National Geographic channel, but said he liked the *Tanked* team's design better.

"We wanted to showcase the Gulf of

Mexico and Tampa Bay fish," Overton said. The result was flown from its production scene in Italy and dropped into the TradeWinds restaurant by a 12-story crane, because "one panel alone weighed

### IF YOU GO

#### Meet 'Tanked' TV stars

Fans of Animal Planet's hit series *Tanked* can meet the stars Wayne King, Brett Raymer and Heather King during a merchandise and book signing from 10 a.m. to 1 p.m. Saturday at Guy Harvey Outpost, a TradeWinds Beach Resort, 6000 Gulf Blvd., St. Pete Beach. Fisherman and artist Guy Harvey will be there, too. You can get photos or autographs. Parking is free in the short-term parking lot at the Outpost and at the TradeWinds Island Grand during the signing times.

more than 10,000 pounds."

You can see it when the show airs at 10 p.m. today on Animal Planet, or see it in person at a special meet and greet with the show's stars from 10 a.m. to 1 p.m. Saturday at the Guy Harvey Outpost, 6000 Gulf Blvd., St. Pete Beach.

A unique operating cost of the restaurant will be three full-time aquarium managers and a biologist on staff, Overton said.

Many of the fish were caught by Overton and his sons right out of the gulf, he said. There is also a smaller juvenile tank for fish that will be moved to the big tank as they grow.

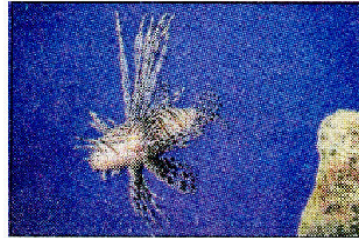
"It's going to be fun to show the animals off that are in the surrounding waters that no one gets to see," Overton said.



## Chefs help tame invasive lionfish

Species overrunning reefs is tasty but difficult to catch

BY JEFF HOUCK  
Tribune staff



JIM REED/STAFF

ST. PETE BEACH — They're wonderfully delicious, with a light, clean, natural flavor that almost tastes buttery.

That's the main reason why lionfish will appear occasionally on the menu when the new RumFish Bar & Grill opens in May at the Guy Harvey Outpost resort.

"The filets are beautiful," Harvey said during a recent

**The invasive lionfish is causing havoc on reefs in Florida and across the Caribbean.**

construction tour. "The meat is almost transparent with the skin off."

A more important reason for making them a dinner special: Lionfish also are venomous, and there are way too

**LIONFISH, Page 11**



CHRIS URSO/STAFF

Marine wildlife artist and conservationist Guy Harvey walks from the steps that lead to the top of a large fish tank April 9 at what will become RumFish Grill & Bar.

many of them in tropical waters.

Normally, the voracious human appetite for seafood would take care of the exploding population of spiny-finned reef monsters. But the invasive species native to the Indian and Pacific oceans are difficult to catch amid the craggy protection of underwater reefs. Lobster fishermen occasionally snare one in a lobster pot — lionfish love to eat lobster eggs — but most must be speared individually by divers.

Once caught, the prickly menaces are tricky for humans to handle without coming in contact with 18 needle-like dorsal fins that act as a defense against predators. Each female lionfish swimming throughout the Caribbean, the Gulf of Mexico, the Florida Keys and in the Gulf Stream produces 30,000 eggs every four or five days.

Florida Fish and Wildlife Conservation Commission officials today in Tallahassee will discuss three regulation changes so that Florida can declare open-season on the underwater pests.

Proposed rule revisions would allow divers using re-breathing scuba gear to harvest lionfish. Second, the FWC's executive director would be given power to approve lionfish-harvesting tournaments in ar-

eas where spearfishing is prohibited. And a new rule would prohibit lionfish from being imported into Florida.

Marine biologists say they believe the lionfish infestation began after someone in Miami released one into the wild from a home aquarium in the early 1980s. The first Florida sighting came in 1985 in Dania Beach, near Fort Lauderdale. The lionfish population quickly spread to the Bahamas and the rest of the Caribbean during the 2000s. Their range now extends north to Bermuda and south to the northern coast of South America.

Eradication efforts include an organized annual lionfish derby held in Key Largo to the publication of "The Lionfish Cookbook" years ago by author Tricia Ferguson and Lad Akins of the Reef Environmental Education Foundation. (Lionfish Nachos, anyone?)

In 2013, the FWC hosted a Lionfish Summit in Cocoa Beach to develop a framework for scientists and wildlife managers to collaborate on strategies for lionfish control, and identify research gaps. The FWC and the Wildlife Foundation of Florida also hosted a lionfish tasting to develop a food market and encourage participants to view lionfish as a food fish

by offering recipe ideas.

State officials now are concerned the infestation is depleting valuable grouper, snapper and lobster fisheries that generate revenue in Florida.

Complete eradication is unlikely, FWC officials say. Even if all shallow-water lionfish were depleted, those living in water too deep for divers can repopulate an area quickly.

Red lionfish and their cousins, the flamboyantly named devil firefish, prey upon native fish and invertebrates, and therefore represent a significant



threat to native species and ecosystems. A lionfish often will deploy its feathery pectoral fins to herd small fish into a small space where it can more easily swallow them.

The fish show up routinely in lobster traps, said Sean Morton, superintendent of NOAA's Florida Keys National Marine Sanctuary.

"They'll eat juvenile fish," Morton said. "They'll go after lobster eggs. We find juvenile snappers, groupers, parrot fish, wrasses, just about anything in their stomachs."

Even worse, juvenile reef fish natural to the environment don't recognize lionfish as a threat, so they don't try to evade this oncoming, strange-looking object, Harvey said.

"They go, 'Wow!' and then, boom, they're gone," he said.

Starting in May, customers at Harvey's Rum-Fish Grill & Bar in St. Pete Beach will come face to face with live lionfish swimming in a 1,000-gallon tank in the dining room. They will be a side attraction, though. Along the back wall, the restaurant's showpiece will be a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's hit series "Tanked."

Along with ahi tacos, Caribbean ceviche and

pan-seared Gulf-caught grouper picatta, RumFish chef Aaron Schwietzer is expected to include lionfish whenever it becomes available.

Making it a menu fixture year-round is difficult, because restaurants never know when they will be getting a supply. At The Fish House Encore in Key Largo, lionfish is popular, especially when fried whole and served with garlic pesto and tartar sauce, operations manager Damian Groark said.

"People come in and request it," Groark said.

Last year, the restaurant sold about 6,000 pounds during the 2012-2013 lobster season, which annually runs from August through March. Lobster fishermen sell lionfish as a bycatch. As lobsters begin showing up, lionfish can be bought at certain fish houses for about \$6 per pound in the Upper and Lower Keys.

In Grand Cayman, where he lives, Harvey is promoting the idea of divers spearing the red lionfish and devil firefish instead of grouper or snapper.

"Taking lionfish instead would take the pressure off those other populations," Harvey said. "We need to do something about it."

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# THE TAMPA TRIBUNE

## **Meet the stars of “Tanked”:**

Wayde King, Brett Raymer and Heather King of the popular Animal Planet series and artist Guy Harvey will sign books and merchandise and celebrate the opening of Guy Harvey's RumFish Grill, which includes a 33,500 gallon snorkel aquarium that will be featured tonight on the TV show; 10 a.m. to 1 p.m. “Tanked” stars; 11 a.m. to 1 p.m. Guy Harvey; free; Guy Harvey Outpost, 6000 Gulf Blvd., St. Pete Beach; (727) 360-5551; [www.rumfishgrill.com](http://www.rumfishgrill.com)

# The Palm Beach Post

ST. PETE BEACH

## Gigantic fish tank at new restaurant

The new Guy Harvey's RumFish Grill & Bar at Guy Harvey Outpost - a TradeWinds Beach Resort 30 minutes from Tampa on St. Pete Beach is scheduled to open in May and will showcase a 33,500-gallon snorkel aquarium that will be featured on Animal Planet's "Tanked."

The complex will open to the public shortly after the episode of "Tanked" airs nationally on May 16. Indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and eels will swim around with guests

who can participate in a "behind the scenes" tour highlighting eco-initiatives and tank management, and includes the chance to feed the fish. Several other tanks will be placed around the salt-water-themed restaurant, giving diners a "fully immersive" dining experience.

The menu will feature entrees such as pan-seared local Grouper piccata, clam capellini, dry-rubbed rib eye and chicken tortellini.

For reservations, call 844-786-3474 or visit [www.rumfishgrill.com](http://www.rumfishgrill.com). For hotel reservations and information, call 877-428-4000 or visit [www.guyharveyoutposttampabay.com](http://www.guyharveyoutposttampabay.com).



The new Guy Harvey's RumFish Grill and Bar will sport a 33,500-Gallon Snorkel Aquarium where guests can snorkel. CONTRIBUTED



# The Stuart News

## Florida getting ready to declare open season on lionfish

By Jeff Houck

Tampa Tribune

ST. PETE BEACH — They're wonderfully delicious, with a light, clean, natural flavor that almost tastes buttery.

That's the main reason why lionfish will appear occasionally on the menu when the new RumFish Bar & Grill opens in May at the Guy Harvey Outpost resort.

"The filets are beautiful," Harvey said during a recent construction tour. "The meat is almost transparent with the skin off."

A more important reason for making them a dinner special: Lionfish also are venomous, and there are way too many of them in Florida's waters, including the Indian River Lagoon.

Normally, the voracious human appetite for seafood would take care of the exploding population of spiny-finned reef monsters. But the invasive species native to the Indian and Pacific oceans are difficult to catch amid the craggy protection of underwater reefs. Lobster fishermen occasionally snare one in a lobster pot — lionfish love to eat lobster eggs — but most must be speared individually by divers.

Once caught, the prickly menaces are tricky for humans to handle without coming in contact with 18 needle-like dorsal fins that

act as a defense against predators. Each female lionfish swimming throughout the Caribbean, the Gulf of Mexico, the Florida Keys and in the Gulf Stream produces 30,000 eggs every four or five days.

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Marine biologists say they believe the lionfish infestation began after someone in Miami released one into the wild from a home aquarium in the early 1980s. The first Florida sighting came in 1985 in Dania Beach, near Fort Lauderdale. The lionfish population quickly spread to the Bahamas and the rest of the Caribbean during the 2000s. Their range now extends north to Bermuda and south to the northern coast of South America.

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Complete eradication is unlikely, FWC officials say. Even if all shallow-water lionfish were depleted, those living in water too deep for divers can repopulate an area quickly.

## FLORIDA LEGISLATURE

[TCPalm.com/session](http://TCPalm.com/session)  
[facebook.com/TCPalm](https://www.facebook.com/TCPalm)  
Twitter: @Politicalfix

# SUNDAY TELEGRAM

## *The Concierge*

TIPS FOR TOURING HERE AND ABROAD

### **SNORKEL WITH SHARKS AND EELS AT ST. PETE BEACH RESORT**

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## **'Snorkel aquarium' opens in hotel**

A 33,500-gallon aquarium overlooking the dining room of an upcoming restaurant has been revealed on the hit Animal Planet show "Tanked."

The giant "snorkel aquarium" can be seen by the public starting Saturday. It's at the Guy Harvey Outpost, a Trade-Winds Beach Resort.

The aquarium is being stocked with indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and eels for the largest tank the show has ever created.

Guests will be able to get behind-the-scenes tours and even snorkel in the tank and feed the fish.

The restaurant is expected to open at the end of May.



## **Giant 'snorkel aquarium' opens**

ST. PETE BEACH — A 33,500-gallon aquarium overlooking the dining room of an upcoming restaurant has been revealed on the hit Animal Planet show “Tanked.”

The public can view the giant “snorkel aquarium” at the Guy Harvey Outpost, a TradeWinds Beach Resort, starting Saturday.

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The “Tanked” episode with the aquarium aired Friday. The restaurant is expected to open at the end of May.

# Hot Tips Cool Spots

*Concierges suggest  
great Florida Getaways*

By Elizabeth Rahe

If you're looking for insider tips on travel and lifestyle destinations, ask a concierge. We did just that, consulting with specialists from Florida concierge companies who help their clients create experiences and make memories of a lifetime.



CITYANDSHORE.COM 93





## Sliding Shoreward

For St. Pete Beach visitors with kids or pets – and anyone who enjoys giant water slides on the beach and floating water parks – a tip of our own: Consider the **TradeWinds Island Resorts** properties ([tradewindsresort.com](http://tradewindsresort.com)), the 20-acre **Island Grand** and, just 200 steps away, the more intimate **Guy Harvey Outpost**. The resort amenity fee at either property entitles guests to unlimited rides on the three-stories-tall, triple-chute High Tide Slide (kids must be 42 inches tall to ride), along with a host of other activities. Splash Island Water Park, just offshore, features inflated slides, floating trampolines, loungers and island rafts (fee required). The hotels offer pet-friendly suites, a Pet Play Zone and dog-walking zones. Another interesting feature: Both properties have been certified as Autism Friendly by the Center for Autism and Related Disabilities, indicating employees are trained to meet the needs of guests who have autism and their families.

The **Guy Harvey Outpost** – the first of nine properties in Florida and the Caribbean branded by the renowned artist, scientist and conservationist – features guest rooms and common areas splashed with his colorful marine artwork. In true Guy Harvey fashion, outfitters can arrange fishing, diving, boating and Jetlev water-propelled jet-pack adventures. Plus, guests at either resort can enjoy the amenities of both, including 14 restaurants and entertainment venues, seven pools and Body Works Salon & Spa. (For more on Guy Harvey Outpost properties, visit [guyharveyoutpost.com](http://guyharveyoutpost.com).)





# CUISINE

{MAKE PLANS FOR A GOOD MEAL}

**DIVE IN |** Get a peek at RumFish Grill & Bar, the new restaurant at the Guy Harvey Outpost at the TradeWinds Resort, when it's featured on the Animal Planet show *Tanked* at 10 p.m. Friday. Then on Saturday, check out the 35,000-gallon aquarium featured on the show, and meet *Tanked* stars Wayde King, Brett Raymer and Heather King, along with artist and conservationist Harvey himself (photo), from 10 a.m. to 1 p.m. at 6000 Gulf Blvd., St. Pete Beach. The restaurant should be open by late this month.



# BRADENTON HERALD

## Giant 'snorkel aquarium' opens in St. Pete Beach

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# The Island Reporter

The Premier Paper of the South Gulf Beaches

## St. Pete Destination Gets 'Tanked' by Animal Planet

By Betsy Judge

In April a special piece of cargo arrived in St. Pete Beach from Italy; a piece of glass 10 feet high, 30 feet wide and weighing approximately 11,000 pounds. It was filmed being lowered by a crane into RumFish Grille & Bar, a destination restaurant, lounge and retail store, with an ocean conservancy bent, being built at Guy Harvey Outpost.

The glass is the face of a 33,500 gallon fish tank that is the centerpiece of the facility. The tank will be home to 26 species of fish; approximately 80 to 90 different specimens ranging from 5 to roughly 80 pounds.

"It will include tarpon, redfish, trout, grouper, snapper, cobia - all the fish that you expect to see in Tampa Bay," said Keith Overton, president and chief operating officer of Tradewinds Island Resorts which includes Guy Harvey Outpost.

Building the destination is a team effort between the Tradewinds Island Resorts, Guy Harvey Foundation, and Wayde King and Brett Raymer, owners of Acrylic Tank Manufacturing in Las Vegas and the stars of Animal Planet's hit show "Tanked." Post build maintenance is also a team effort between the resort and Secrets of the Sea, formerly the Pier Aquarium.

Each step of the process has been filmed by Tanked crews and the end result of about 80 hours of filming will be a 44 minute show airing on Animal Planet, May 16. It is the series' season finale.

Throughout a hard hat-tour of the 20,000 square foot facility in April, Overton emphasized the conservancy nature of the project.



A crew member of Animal Planet's series "Tanked" mics Guy Harvey (left). Keith Overton (center) talks with Wayde King and Brett Raymer, the co-stars of the show outside of RumFish at Guy Harvey Outpost. The three fish tanks in RumFish designed by King and Raymer are the centerpiece of an upcoming show.

"One of the key points we want to make is that we have an incredible fishery and an incredible natural environment and we want to showcase it ... that's why he (Harvey) partnered with us on this project. It will have an area that highlights the Guy Harvey Foundation and its purpose."

In true Tank-like fashion, Wayde and Brett, famous for traveling to the ends of the earth to create unique, one-of-a-kind fish tanks for the show, took photographs of underwater scenes throughout the Tampa Bay area to ensure the tank accurately reflects the local marine ecosystem.

**TANKED continued on page 14**



**TANKED continued from front page**

"It was very important that we match the environment," said King. "We have sculptors in our shop working around the clock to make the mangroves for the center of the back of the tank, and then we'll have a coral reef that goes around the tank and the dock is functional. You can actually climb on it to get in the tank and out. We took mussels and clams and molded real ones then did a reverse mold pour to form them for the dock."

"Everything that you see in this tank is very authentic and all the fish will come from local waters. We think it is unique and it can be a great destination facility," added Overton.

In fact the foursome were filmed fishing that morning for the show, and a 29 inch trout caught by Harvey and a "monster" redfish caught by Raymer will be included in the tank. In addition to catching the specimens themselves by rod and reel or diving, about a third of the fish will be purchased and another third will come from overstock of local aquariums in the Tampa Bay area.

A smaller tank, 10 feet by 3 feet by 3 feet, separates the dining room from a specially made underwater viewing area (gallery) where patrons who are not eating can view the tank without interrupting diners. This smaller tank will hold juvenile fish that will eventually populate the large tank.

"So you can see what they look like in an adolescent stage and then see them when they are full-size," said Overton. "All 26 species of fish will be illustrated on the walls in the gallery so every fish in the tank will have a picture and a description of its anatomy ... all the facts you want to know about the fish, so when you get into the viewing area or the dining room and you see those fish, you'll know about their lifecycle, what they eat and how they survive."

A third tank in the bar is devoted to educating patrons about the lionfish, a venomous species of scorpionfishes native to the Indo-Pacific ocean area, that has invaded the waters around Florida and the Caribbean. According to the National Oceanic and Atmospheric Association, they are a voracious alien species that pose a serious threat to coral reefs in the invasion area.

Guests of Guy Harvey Outpost will be able to experience the marine environment of the main tank first-hand by snorkeling or underwater immersion at no cost twice a day. And the nautical theme will permeate the facility. Patrons in the bar can view a wall of TVs showing underwater photography of the Tampa Bay area, and in the rotunda, angler aspirants can pose for a photo in a captain's chair reeling in a swordfish surrounded by a circular Guy Harvey mural. Patrons can also shop for Guy Harvey and Tanked merchandise in the 2,200 square foot retail shop.

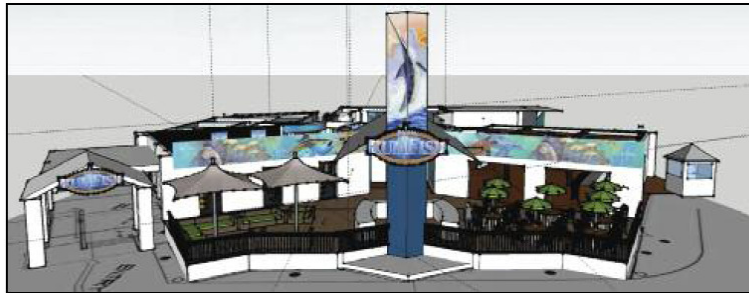
Educating patrons about conservancy and sustainable seafood practices is so important that each fish



Keith Overton talks about the information and pictures that will be on the walls going toward the underwater viewing gallery to educate patrons about the 26 species of fish they will have in the main tank.



Media representatives make their way into RumFish during a tour of the 20,000 square foot restaurant, lounge and retail destination in April.



This rendition shows the view of RumFish from Gulf Boulevard. The facility will include a 4,500 square foot patio, a lounge, retail store and restaurant.

entrée will come with a QR tag "gamish" and diners can use their QR apps to go to a website and view the boat the day the fish was caught along with a profile of the captain and his sustainable practices. "We want people to know when they come here they get real, fresh fish, not fake fish or something from another country," noted Overton.

The plan is to have the facility finished by May 16 in time for the premier of the show that will feature building the RumFish tanks and other aspects of the area. The cast and crew of Tanked will be back for a private viewing party at RumFish, and the resort is setting up a big screen TV on the beach with music and a bonfire open to the public.

"We're excited about this opportunity," Overton said. "More importantly I can't think of a more incredible dining experience than to be able see a panoramic view like we will be able to display here

with all the species of fish. These guys have done a really nice job taking our thoughts and ideas and making this a destination location; making it come to life, so we're really excited about it.

"We're really proud that St. Pete Beach, the resort and all of the Tampa Bay area are to be showcased through the eyes of Brett, Wayde and their family."

"It doesn't matter if you're 3-years-old or 103, our shows are good for everybody, and it's in well over 100 countries," said Raymer about the show's viewership. He adds that fish tank lovers that watch the show drive around to find their tanks. "Once this thing goes national it will bring people here who would never considered coming before. Now it will be, 'Let's go check out this tank!'"

Now in its fourth season, according to Discovery the third season of "Tanked" reached over 40 million viewers across Discovery's international networks outside of the US. "Season three of Tanked has performed double-digits above the all-day channel average on Animal Planet in markets as varied as the UK, Brazil and Australia and on Discovery Channel in Italy. It also ranks as a top 10 premiere title on Animal Planet in the UK, Mexico and Colombia."



Wayde King (second from right) explains how they got the large pieces of glass into the building for the tank. Interestingly it was the smaller 7,000 pound piece that was the trickiest due to the curvature of the glass. From left, Keith Overton, Guy Harvey, Wayde King and Brett Raymer standing in what will be the dining room.



This rendition shows the dining room from above. Diners will have a view of the tank through the glass that is 10 feet high and 30 feet wide. Other patrons can view the tank from the underwater gallery in the lower left corner.





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BEACHLIFE MAY 15 - MAY 28, 2014

## The Wait Is Almost Over!

### Guy Harvey's RumFish Grill



The wait for the opening of the biggest attraction to hit Pinellas County in years is almost over! The new **Guy Harvey's RumFish Grill & Bar** is scheduled to welcome the public soon after their one-of-a-kind aquarium (designed by the world renowned stars of Animal Planet's hit series "Tanked", Wayne King, Heather King, and Brett Raymer) airs on May 16th. Dr. Harvey and the stars of the show will be available for both "Tanked" and Guy Harvey merchandise signing and signing of their new book, *Tanked: The Official Companion*, on Saturday, May 17th from 10am to 1pm, and Dr. Harvey will be available from 11am to 1pm.

Though the details of the feature tank have been a closely guarded secret jewel, several details have emerged. The tank, which is designed to replicate the marine ecosystem found in the Tampa Bay area, will feature 26 different varieties of species, ranging from local favorites like trout, snook, redfish, and snapper to the more exotic, including tarpon, sharks and eels. In all, there will be over 90 fish ranging from seven to 70 pounds. In addition to its own dock and multiple viewing areas, the tank (as well as the various other tanks, including two phenomenal 1,000 gallon exhibits) will be attended by an on-staff marine scientist. All of the aquariums will bear witness Dr. Harvey's well documented efforts in conservationism of marine life, both in Tampa Bay and around the world.

There has also been a great deal of anticipation about the opening of the 2,200 square foot retail



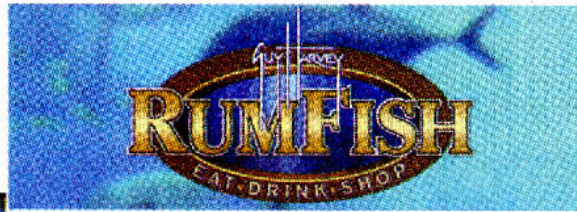
store. The store will feature all manner of merchandise from Dr. Harvey's iconic brand. With offerings from original paintings, videos, and beach gear, to the hugely popular line of clothing and accessories, there truly is something for everyone!

All of these attributes would be enough to draw huge crowds, but they leave out one very important highlight... THE FOOD! With the appointment of Chef Aaron Schweitzer as Chef de Cuisine, **Guy Harvey's RumFish Grill & Bar** is preparing to offer some of the best fare in Tampa Bay. The menu (which includes breakfast, lunch and dinner) will offer something sure to satisfy any pallet. Choices will range from Bananas Foster French Toast or Crab Cake Benedict breakfasts to a wide assortment of lunch choices, including several gourmet salad options, fish tacos, and conch chowder, to elegant dinner choices, including enticing selections from Rock Shrimp Artichoke Ravioli to an awesome Iron Skillet Cobia. Of course, there will also be a huge wine selection and a full liquor bar. Whether you are just ready for a great meal or celebrating a special occasion, you will be pleased beyond words at **Guy Harvey's RumFish Grill & Bar**.

**Guy Harvey Outpost**, (a TradeWinds Beach Resort), is located at 6000 Gulf Blvd., St. Pete Beach. For dining reservations call **844-RumFish (786-3474)**, or visit **www.RumFishGrill.com**. For resort reservations call 877-428-4000 or visit **www.GuyHarveyOutpostTampaBay.com**.



*introducing...*



**GUY HARVEY OUTPOST** is rolling out a private beach with VIP pool cabanas with LED TVs, couches, lounging chairs, open fire pit tables, serpentine sofas, and soft sand. New dining options like the **Grill Out** on Mondays and the **Seafood Boil & Grill** on Fridays, both from 6:30 - 9:30 pm on the pool deck. Meanwhile, The TradeWinds Resorts has been working all out on the conversion of the old Sandpiper Convention Center into the new **Guy Harvey Resort's RUMFISH Grille restaurant & attraction**. The restaurant will feature a 33,500-gallon *aquarium* built by **Wayde King** and **Brett Raymer** of *Animal Planet's* hit series, "**Tanked**." The complex will open to the public shortly after the episode of "**Tanked**" airs **Friday, May 16**.



# Local sea life takes center stage at Guy Harvey restaurant



The custom-made, 33,000-gallon tank at Guy Harvey RumFish Grill in St. Pete Beach was created by the hosts of the Animal Planet show "Tanked," who will be at the TradeWinds Guy Harvey Outpost resort, 6000 Gulf Blvd., for an autograph signing from 10 a.m. to 1 p.m. today. LUKE JOHNSON/STAFF

BY JOSH BOATWRIGHT

Tribune staff

Published: May 16, 2014

**ST. PETE BEACH** — At the new Guy Harvey RumFish Grill restaurant, patrons can observe dozens of native Gulf fish in an enormous aquarium during their meal, swim among them and also eat many of them for dinner.

Tarpon, grouper, a moray eel, even some miniature bonnet head sharks glide through the blue waters of the custom-made, 33,000-gallon fish tank, the centerpiece of a new resort dining room opening next month at the [TradeWinds Guy Harvey Outpost resort](#) at 6000 Gulf Blvd.

The walls are graced with canvasses bearing the likeness of the live animals, paintings with the distinctive eye for detail that has made artist Guy Harvey a household name among Florida anglers.

The TradeWinds gave local media a first look at the \$6 million attraction Friday, hosting a meet-and-greet in the evening with Harvey and the hosts of the Animal Planet show “Tanked,” who were contracted to build the wall-length tank, one of a kind for area beaches.

An episode starring Wayde King, Brett Raymer and Heather King was shown Friday night and the resort is hosting an autograph signing with the TV personalities and Harvey from 10 a.m. to 1 p.m. today.

TradeWinds President Keith Overton says the 160-seat restaurant will offer guests at the Guy Harvey Outpost a chance to see what’s beneath the serene Gulf of Mexico waters outside their balconies.

“They can come here and really see how they behave, what they eat, what their habitat looks like,” Overton said.

The general public also is welcome to dine here or shop for Guy Harvey T-shirts, original paintings and prints at the gift shop, which opens today.

The tank may be reason enough for a visit, one of the largest designed by the crew from “Tanked,” which travels the country building aquariums at big resorts.

This project took five months to complete and involved a series of fishing trips into the Gulf of Mexico.

The 200 fish representing 31 different species were almost all caught in the Tampa Bay area, and more than half were captured and safely transported by the “Tanked” crew and workers from the TradeWinds.

“If you went diving in the waters around here in Florida, these are the fish you would find,” King said.

After the RumFish Grill’s expected opening June 1, hotel guests may pay to snorkel in the tank.

Diners also can expect that the grouper fillets they order, though not from the tank, are guaranteed to be caught in local waters.

Taking the demand for authentic, locally-caught fare with extraordinary seriousness, many of the dishes will come with a detailed narrative to back up their claim to freshness.

“Each grouper will have a card with a matching number that goes to the table, to the customer. The customer can take their phone, put the QR code in there and it will pull up a picture of the boat it was caught on, the GPS coordinates of where it was caught, the date and time it was caught, and a history of the captain and the crew,” said Overton, adding responsible and humane fishing methods will also be documented.

The Gulf Wild seafood program, available at only a few Florida restaurants, puts a premium on the price of fillet, but Overton believes guests will be willing to pay for the real thing.

“Then you know it’s fresh fish,” he said.

The building of the 17,000-square-foot restaurant comes with the hiring of 85 new employees, more than 20 of them in the culinary department.

The new restaurant and gift shop are expected to generate \$10 million in sales a year after becoming established in the market, Overton said.

While a chain of standalone Guy Harvey-themed restaurants elsewhere in the U.S. ended up going out of business, Overton says the combination of a 211-room hotel on premises, a unique aquarium attraction and a strong local tourism market should make this new venture a success.

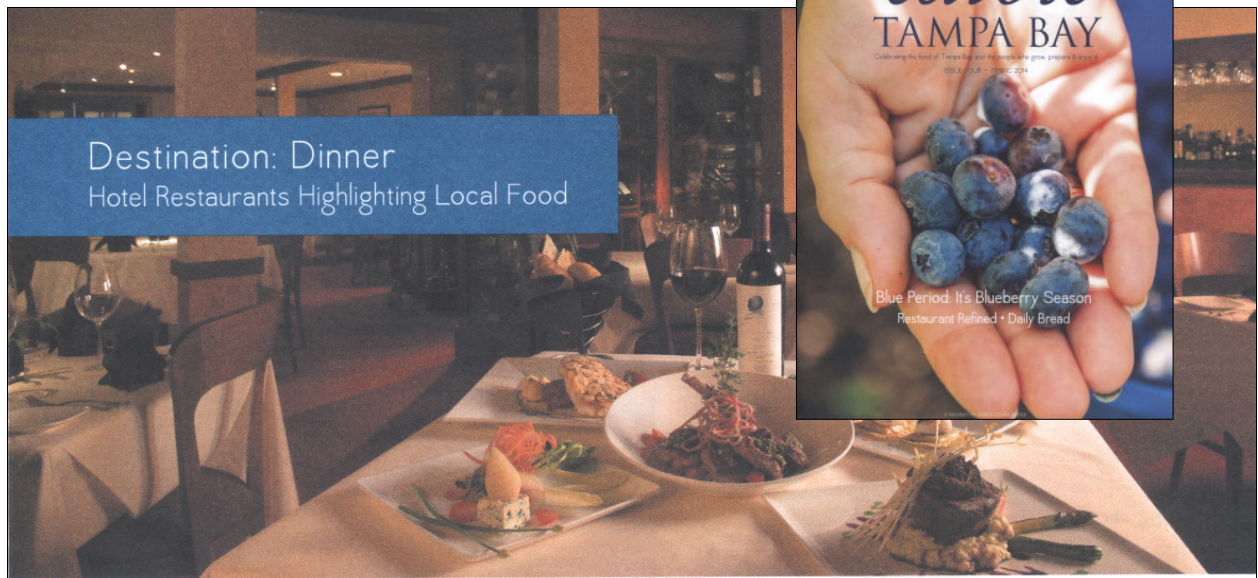


Swimmers dive through the aquarium at the Guy Harvey Outpost in St. Pete Beach, FL on May, 16th 2014. LUKE JOHNSON/STAFF

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Palm Court at the Tradewinds

Chef-driven cuisine. Locally sourced ingredients. Sustainability.

These typically aren't the first thoughts that come to mind when one hears the words "hotel restaurant." And, with a few notable exceptions, hotel restaurants aren't usually high on the list of potential destinations when you're a local considering a special night out.

But chefs in the Tampa Bay-area are working to change that. Their efforts don't just bring veggies from Ruskin or fish fresh from the Gulf to diners – they help alter the supply chain. In fact, while the chefs we spoke with use a variety of smaller sources for local ingredients, even some of the biggest food distributors now have programs that make farm-to-table even more practicable for both chefs and the purchasing department.

Next time you *don't* have guests in town, consider these hotel restaurants that are introducing local farmers' and fishers' products to tourists, business travelers and Tampa Bayers alike.

**Palm Court Italian Grill**  
**at the Tradewinds Island Grand**  
5500 Gulf Blvd, St Pete Beach  
727-363-2358, [tradewindsresort.com](http://tradewindsresort.com)

**About:** Chef Justin Harry has been incorporating local produce, fish and dairy products from Florida providers since he took on the head chef job at Palm Court in 2010. Now, he's taking farm-to-table one step further with "wall-to-table" herbs and greens, courtesy of a vertical hydroponic growing system installed by Farmer Dave of Uriah's Urban Farms.

**The Chef Suggests:** The "il dentice zuppa de pesce," a soup of GulfWild™ red snapper, green lip mussels and gulf shrimp in a saffron tomato broth. GulfWild traces where fish are caught, and by whom, to ensure sustainable practices.

**RumFish at Guy Harvey Outpost**  
6000 Gulf Boulevard, St. Pete Beach  
844-786-3474, [rumfishgrill.com](http://rumfishgrill.com)

**About:** The newest restaurant in the Tradewinds group, RumFish opens mid-May. With Guy Harvey's focus on marine conservation – and a 33,500-gallon aquarium that offers highlights of eco-initiatives as the restaurant's centerpiece – sustainability is surely on the menu.

**The Chef Suggests:** As of publication, the chef hadn't been announced, but with Palm Court as its sister restaurant, expect the menu to feature produce from suppliers such as Bob's Veggie Patch and King Family Farm, and fish courtesy of GulfWild™.



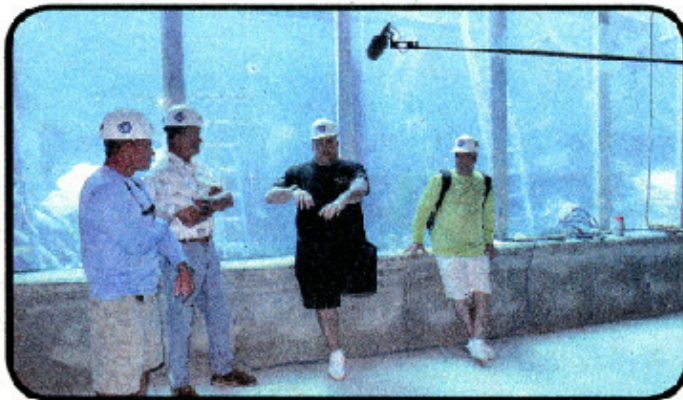
## NewsBrief

[www.floridamariner.com](http://www.floridamariner.com)

### Guy Harvey's RumFish to Open at St. Pete Beach Resort

*Destination Restaurant to Showcase 33,500-Gallon Snorkel Aquarium that will be Featured on Animal Planet's "Tanked"*

**T**he new Guy Harvey's RumFish Grill & Bar is currently under construction at Guy Harvey Outpost – a TradeWinds Beach Resort and is scheduled to open in May 2014. **The restaurant's main attraction will be a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's hit series, "Tanked."** The entire complex will open to the public shortly after the episode of "Tanked" airs nationally on Friday, May 16.



Guy Harvey Outpost guests will exclusively have the opportunity to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and even eels. Resort guests can also participate in a "behind the scenes" tour highlighting

eco-initiatives and tank management, and includes the chance to feed the fish. A number of other tanks will be placed around the salt-water-themed restaurant, giving diners a "fully immersive" dining experience.

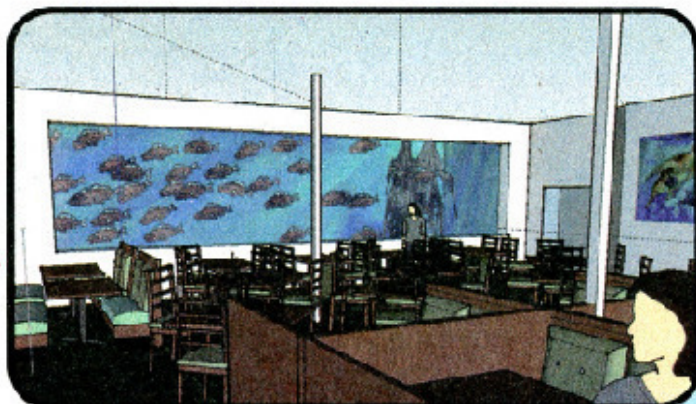
"RumFish will not only be a unique experience for our guests, it will also be a destination restaurant offering day travelers an all-encompassing Guy Harvey experience, said Keith Overton, president, TradeWinds Island Resorts. "Not only will visitors be able to dine, but they can also explore the tanks, enjoy extensive entertainment options and browse the large 2,200 square foot retail shop."

The restaurant's store will carry the largest selection of Guy Harvey merchandise in the area. Items that can be found include Guy's signature t-shirts, fishing gear, various clothing lines, beach gear, artwork and a variety of unique gift items, videos and much more. Open for breakfast, lunch and dinner, RumFish will seat approximately 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor will feature



ocean blues and greens, as well as rich dark wood and Guy Harvey designs and

sporting events or programs on one large screen. Live entertainment will be provided nightly with two stages for bands.



original artwork throughout. Works from local marine artists will also be featured.

The RumFish menu will include a wide variety of appetizers, soups, salads, sandwiches and entrees. Starters include peppered Ahi tacos, Caribbean Ceviche and duck confit flat bread. Larger entrees range from pan seared local Grouper picatta and clam capellini to a dry rubbed rib eye and chicken tortellini.

There will be a number of indoor and outdoor televisions including one large screen HDTV that can show up to nine

As always, guests of Guy Harvey Outpost share privileges with its nearby sister property, the TradeWinds Island Grand.



**Guy Harvey Outpost – A TradeWinds Beach Resort, 6000 Gulf Boulevard, St. Pete Beach, Florida. RESERVATIONS: Call toll-free (844) RumFish (786-3474) or visit [www.RumFishGrill.com](http://www.RumFishGrill.com). For hotel reservations and information, call toll-free (877) 428-4000 or visit [www.GuyHarveyOutpostTampaBay.com](http://www.GuyHarveyOutpostTampaBay.com).**

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# From the Biltmore in Providence to a charger for all devices

By Kari Bodnarchuk | GLOBE CORRESPONDENT MAY 03, 2014



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## SNORKEL WITH SHARKS AND EELS AT ST. PETE BEACH RESORT



Travel 30 minutes south of Tampa to the new RumFish Grill & Bar and you can dine beside a 33,500-gallon aquarium and then slip into the tank and go snorkeling. The restaurant, owned by artist and conservationist Guy Harvey, opens mid-May at the Guy Harvey Outpost, a TradeWinds Beach Resort on St. Pete Beach. The aquarium, created by design stars Wayne King and Brett Raymer of Animal Planet's "Tanked" series, has tarpon, grouper, snapper, small sharks, and eels, among other creatures. Only resort guests can snorkel in the tank. Guests can also take a behind-the-scenes tour that includes feeding the fish and learning about tank management. Room rates start at \$146 per night, double occupancy, plus \$35 daily resort fee; entrees \$19-\$26.

844-786-3474,

[www.rumfishgrill.com](http://www.rumfishgrill.com)

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# Tampa Bay Times

## 'Tanked' show will feature snorkeling in St. Pete Beach eatery



Sharon Kennedy Wynne, Times Staff Writer ▼

Wednesday, April 2, 2014 4:45pm



Animal Planet video

*This screen grab from an episode of Tanked shows a carousel aquarium, complete with seahorses, that was built for a museum.*

The new RumFish Grill & Bar at the [Guy Harvey Outpost](#) on St. Pete Beach is aiming for destination status with a 33,500 gallon "snorkel aquarium" built by Wayde King and Brett Raymer of the Animal Planet's series *Tanked*. It will even be featured on the hit show.

2  
April

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This is the show that has hosts Wayde and Brett travel across the country to bring their clients' wildest visions to life including a *Jaws*-themed tank for Tracy Morgan and a Houdini tank for magic aficionado Neil Patrick Harris.

The Guy Harvey Outpost, a TradeWinds Beach Resort, is scheduled to open the restaurant in May. The main attraction will be open to the public shortly after the episode of *Tanked* airs nationally on May 16.

name  
**brands!**



"Guy Harvey Outpost guests will exclusively have the opportunity to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and even eels," a news release says. "Resort guests can also participate in a 'behind the scenes' tour highlighting eco-initiatives and tank management, and includes the chance to feed the fish. A number of other tanks will be placed around the salt-water-themed restaurant, giving diners a 'fully immersive' dining experience."

RumFish will seat approximately 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor will feature ocean blues and greens, as well as rich dark wood and Guy Harvey designs and original artwork throughout. Works from local marine artists will also be featured.

The RumFish menu will include, naturally, a lot of fish such as peppered Ahi tacos, Caribbean Ceviche and local Grouper picatta. The Guy Harvey Outpost is at 6000 Gulf Blvd. St. Pete Beach. For information call toll-free (844) RumFish (786-3474) or visit [their website](#).

*[Last modified: Thursday, April 3, 2014 12:25pm]*





71° Weather

# Tampa Bay Times

10:09 AM, Friday, April 11, 2014

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## Top TV week of April 7: 'The Voice', 'Parenthood', 'Tanked'



Michelle Stark, Times Staff Writer ▼

Friday, April 4, 2014 3:26pm



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FRIDAY

### *Tanked*, 10 p.m., Animal Planet

*Tanked* comes to Florida this week to build a 10-foot-high, 15-foot-long tank shaped like a pipeline wave in a seafood restaurant. But wait, there's more! The show will be back in the Sunshine State for the episode airing May 16, when they'll build a 33,500-gallon snorkel aquarium for St. Pete Beach's new Guy Harvey's RumFish restaurant.

Top TV week of April 7: 'The Voice', 'Parenthood', 'Tanked' 04/04/14 [Last modified: Friday, April 4, 2014 3:28pm]

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## 5 things to do under \$5 May 15-21



Sharon Kennedy Wynne, Times Staff Writer ▼

Tuesday, May 13, 2014 4:22pm



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From left: Brett Raymer, Heather King and Wayde King.

Animal Planet

1 Meet TV stars: Fans of Animal Planet's hit series *Tanked* can meet stars Wayde King, Brett Raymer and Heather King during a merchandise and book signing at Guy Harvey Outpost, a TradeWinds Beach Resort, on Saturday. And legendary fisherman and artist Guy Harvey will be there, too. They are all in town to see the progress of Harvey's RumFish Grill, for which the TV show built a 33,500-gallon "snorkel aquarium" that will overlook the dining room. The show, which specializes in building over-the-top fish tanks for celebrities, will feature the restaurant in Friday's episode. The St. Pete Beach restaurant expects to open to the public at the end of May at 6000 Gulf Blvd. You can get photos or autographs Saturday from 10 a.m. to 1 p.m., when parking is free in the short-term lot at the Outpost and at the TradeWinds Island Grand.





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12:54 PM, Wednesday, May 21, 2014

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## Guy Harvey aquarium on animal planet tonight

Guy Harvey's Outpost on St. Pete Beach and the Secrets of the Sea Marine Exploration Center and Aquarium be in the limelight tonight. Animal Planet's *Tanked* is airing an episode about the construction of a 33,500-gallon aquarium recently added to Guy Harvey's Rumfish Bar & Grill, part of the TradeWinds Island Resorts.

Secrets of the Sea curators have been instrumental in planning the aquarium, and will provide staff for the education and maintenance. The shoot airs at 10 p.m.

Since plans to open at John's Pass fell apart, Secrets of the Sea has been considering other locations for the aquarium, which closed with the St. Petersburg Pier in June.

Lari Johnson, chair of the Secrets project, said it is considering several locations. There have been "informal talks" with Mayor Rick Kriesman about the new Pier. Another possibility is a property in Treasure Island where a group has floated plans to build a resort. Johnson said the group also is considering the former St. Pete Beach police station, but the City Commission on Tuesday decided to study moving City Hall to the station.



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## St. Pete Beach restaurant's snorkel aquarium gets reveal on 'Tanked' show



Sharon Kennedy Wynne, Times Staff Writer ▾

Thursday, May 15, 2014 11:31am



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Discovery Communications

The show, which stars Wayde King, left, and Brett Raymer, did a magician-themed tank for Neil Patrick Harris. That's cool but tiny compared to RumFish's.

A 33,500 gallon "snorkel aquarium" overlooking the dining room of a soon-to-be-opened St. Pete Beach restaurant gets its big reveal Friday on the hit Animal Planet show *Tanked*.

### RELATED NEWS/ARCHIVE

**TradeWinds unveils huge new restaurant aquarium on St. Pete Beach**

5 Days Ago

The series specializes in over-the-top fish tanks for celebrities and that's just what they did for the RumFish Grill & Bar at the Guy Harvey Outpost, a TradeWinds Beach Resort. And the series stars, Wayde King and Brett Raymer, will be in town along with legendary fisherman and artist Guy Harvey on Saturday for a meet and greet with fans.



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The restaurant is aiming to open at the end of May, a TradeWinds spokeswoman said.

The show's creators asked not to reveal spoilers on the RumFish tank before the show airs, but it will be stocked with indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and eels in the largest tank the show has ever created. Guests will be able to get behind-the-scenes tours and even snorkel in the tank and feed the fish.

It was TradeWinds president Keith Overton who came up with the idea of a destination-worthy fish tank for a restaurant themed for wildlife artist Harvey. Since *Tanked* has created a *Jaws*-themed shark tank for actor Tracy Morgan and a Houdini tank for magic aficionado Neil Patrick Harris, Overton figured they could do the kind of eye-popping aquarium he wanted for RumFish. He had also considered the producers of *Fish Tank Kings*, which airs on National Geographic channel, but said he liked the *Tanked* team's design better.

"We wanted to showcase the Gulf of Mexico and Tampa Bay fish," Overton said. The result was flown from its production scene in Italy and dropped into the TradeWinds restaurant by a 12-story crane, because "one panel alone weighed more than 10,000 pounds."

You can see it when the show airs at 10 p.m. Friday on Animal Planet, or see it in person at a special meet and greet with the show's stars from 10 a.m. to 1 p.m. Saturday at the Guy Harvey Outpost, 6000 Gulf Blvd., St. Pete Beach.

A unique operating cost of the restaurant will be three full-time aquarium managers and a biologist on staff, Overton said.

Many of the fish were caught by Overton and his sons right out of the gulf, he said. There is also a smaller juvenile tank for fish that will be moved to the big tank as they grow.

"It's going to be fun to show the animals off that are in the surrounding waters that no one gets to see," Overton said.

#### .if you go

#### Meet 'Tanked' TV stars

Fans of Animal Planet's hit series *Tanked* can meet the stars Wayde King, Brett Raymer and Heather King during a merchandise and book signing from 10 a.m. to 1 p.m. Saturday at Guy Harvey Outpost, a TradeWinds Beach Resort, 6000 Gulf Blvd., St. Pete Beach. Fisherman and artist Guy Harvey will be there, too. You can get photos or autographs. Parking is free in the short-term parking lot at the Outpost and at the TradeWinds Island Grand during the signing times.

## Massive fish tank under construction in St. Pete Beach

Recommend

1k



43

Posted: Apr 04, 2014 11:01 PM EST

Updated: Apr 04, 2014 11:01 PM EST

By: Steve Nichols, FOX 13 Pinellas Bureau Reporter - bio



ST. PETE BEACH (FOX 13) - The largest fish tank ever featured on an Animal Planet channel show about fish tanks is nearing completion on St. Pete Beach.

Its construction inside a [new](#) restaurant at the Guy Harvey Outpost is being videotaped at every step, with the "big reveal" scheduled for an episode of "Tanked" in mid-May.


However, a very large sheet of Plexiglas was installed Thursday, giving a better sense of the tank's size.

"The main viewing window in the dining room is 30 feet wide by 10 feet high," general manager Keith Overton told FOX 13 News. "There will be approximately 80 fish in there and 25 species of fish from sharks to redfish to grouper to snook -- all Tampa Bay Gulf of Mexico fish."

One end of the tank is shallow, creating room for a viewing tunnel underneath the aquarium.



"Fish will swim above and also you can get a long perpendicular view of what's inside the tank," Overton said.

The restaurant will also have indoor and outdoor bars and a large store filled with Guy Harvey merchandise. All of the artwork will also be by Harvey, a world-renowned painter of fish who heavily markets his work to [finance](#)  conservation projects.

"The dining room is going to be the showpiece of all Guy Harvey artwork...there'll be originals here, prints..." Overton said, adding it will all be for sale.

Registered hotel guests will also have limited opportunities to snorkel in the 33,000 gallon fish tank, or fully submerge with "...a breathable mask with oxygen coming to it so you can actually stay under water for a longer period of time and interact with the fish," Overton explained.

The aquarium's nationally televised debut is set for May 16th. The restaurant will open to the public a couple of days later.



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## 'Tanked' team leaving their mark on Bay Area

Posted: May 15, 2014 4:30 PM EST  
Updated: May 15, 2014 8:27 PM EST

By: Cynthia Smoot, FOX 13 News - bio


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ST. PETE BEACH (FOX 13) - It's the TV show that does for aquariums what "American Chopper" did for motorcycles: Every Friday night, the brother-in-law team on Animal Planet's "Tanked" reveals their latest out-of-this-world creation.

And some of them happen to be right here in Tampa Bay.



Brett Raymer and Wayde King are the brains and brawn behind Acrylic Tank Manufacturing. ATM is home-based in Las Vegas, but they have so much work in Florida, they just opened a satellite [office](#)  in Miami.

When Dr. Chris Cooper of Bradenton and his partners decided a saltwater aquarium would be just the thing for their brand new building, they called ATM. The result is a 1,200-gallon tank in the shape of a hypodermic syringe with a seven-foot tapered "needle" on top.



The medical theme doesn't stop at the glass walls: inside, fish flit around molded organs: the heart, lungs, stomach, even a small and large intestine.

Their tank is stocked with Florida fish including grouper, snapper, tang and other reef fish. There's even a snowflake eel peeking out of a lung. And there are five barracuda.

"We asked them how long the barracuda stay in the tank, and they said until they start eating the other fish. Then we have to take them out," Dr. Cooper said.

Cooper says Brett and Wayde did all the work themselves, even manning the forklift to get the tank inside. That's what the guys themselves told us recently on a hard hat tour of their next big Bay Area project.

"We do A through Z and I think that's why a lot of people keep coming back to us," Wayde King stated.

We caught up with them in St. Pete Beach, where they're building one of their biggest tanks yet -- a 30,000-gallon saltwater aquarium at the new Rumfish Grill & Bar at the Guy Harvey Outpost, a Tradewinds Beach Resort.

Hotel guests will be able to snorkel in the aquarium among local fish.

"You can be in the tank with all the species that are out in the ocean right here and you can be [swimming](#) with them right here," King offered.

When ATM needs freshwater fish to [stock](#) their tanks, they turn to the world's largest freshwater fish wholesaler, Segrest Farms in Gibsonton. National sales manager Scott Moore says they've done about 10 tanks for "Tankd."

One of their biggest hits was glowfish for a Las Vegas [wedding](#) chapel.

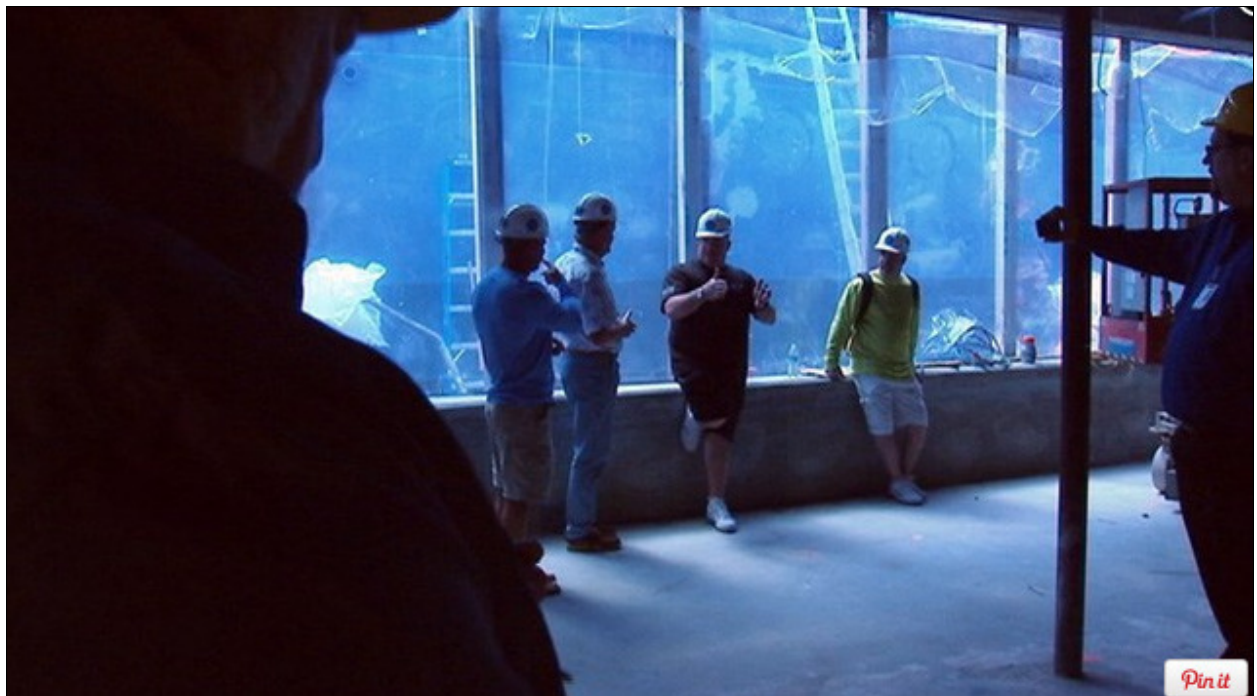
"We sent in hundreds of these fluorescent glowfish and they went into a large arched aquarium inside of a wedding chapel. What made it so fun and exciting, Wayde and Heather renewed their vows under our Segrest Farms fish."

The "Tankd" team has also created aquariums for St. Leo University in Pasco County and the Tropical Smoothie shop in downtown Tampa.

Even though it's pricey, requires weekly cleaning, and the fish have to be fed every day, Dr. Cooper says he and his partners are happy with their tank, and so are their patients.

"I think the blood pressures are all a little bit lower."

*The Tradewinds Guy Harvey Outpost will host an invitation-only viewing party to watch their big reveal on "Tankd" this Friday, May 16 at 10 p.m. A big screen will be set up on the beach for guests and the public to watch the show. Afterwards, Brett, Wayde, and Guy Harvey will come out for pictures and autographs. There will also be fireworks.*






## Invasive lionfish a tricky catch, but a tasty dish



The invasive lionfish is causing havoc on reefs in Florida and across the Caribbean.

By Jeff Houck | Tribune Staff 

Published: April 16, 2014 | Updated: April 16, 2014 at 10:53 AM

**ST. PETE BEACH** — They're wonderfully delicious, with a light, clean, natural flavor that almost tastes buttery.

That's the main reason why lionfish will appear occasionally on the menu when the new RumFish Bar & Grill opens in May at the Guy Harvey Outpost resort.

"The filets are beautiful," Harvey said during a recent construction tour. "The meat is almost transparent with the skin off."

A more important reason for making them a dinner special: Lionfish also are venomous, and there are way too many of them in tropical waters.

Normally, the voracious human appetite for seafood would take care of the exploding population of spiny-finned reef monsters. But the invasive species native to the Indian and Pacific oceans are difficult to catch amid the craggy protection of underwater reefs. Lobster fishermen occasionally snare one in a lobster pot — lionfish love to eat lobster eggs — but most must be speared individually by divers.

Once caught, the prickly menaces are tricky for humans to handle without coming in contact with 18 needle-like dorsal fins that act as a defense against predators. Each female lionfish swimming throughout the Caribbean, the Gulf of Mexico, the Florida Keys and in the Gulf Stream produces 30,000 eggs every four or five days.

Florida Fish and Wildlife Conservation Commission officials today in Tallahassee will discuss three regulation changes so that Florida can declare open-season on the underwater pests.

Proposed rule revisions would allow divers using re-breathing scuba gear to harvest lionfish. Second, the FWC's executive director would be given power to approve lionfish-harvesting tournaments in areas where spearfishing is prohibited. And a new rule would prohibit lionfish from being imported into Florida.

Marine biologists say they believe the lionfish infestation began after someone in Miami released one into the wild from a home aquarium in the early 1980s. The first Florida sighting came in 1985 in Dania Beach, near Fort Lauderdale. The lionfish population quickly spread to the Bahamas and the rest of the Caribbean during the 2000s. Their range now extends north to Bermuda and south to the northern coast of South America.

Eradication efforts include an organized annual lionfish derby held in Key Largo to the publication of "The Lionfish Cookbook" years ago by author Tricia Ferguson and Lad Akins of the Reef Environmental Education Foundation. (Lionfish Nachos, anyone?)

In 2013, the FWC hosted a Lionfish Summit in Cocoa Beach to develop a framework for scientists and wildlife managers to collaborate on strategies for lionfish control, and identify research gaps. The FWC and the Wildlife Foundation of Florida also hosted a lionfish tasting to develop a food market and encourage participants to view lionfish as a food fish by offering recipe ideas.

State officials now are concerned the infestation is depleting valuable grouper, snapper and lobster fisheries that generate revenue in Florida.

Complete eradication is unlikely, FWC officials say. Even if all shallow-water lionfish were depleted, those living in water too deep for divers can repopulate an area quickly.

Red lionfish and their cousins, the flamboyantly named devil firefish, prey upon native fish and invertebrates, and therefore represent a significant threat to native species and ecosystems. A lionfish often will deploy its feathery pectoral fins to herd small fish into a small space where it can more easily swallow them.

The fish show up routinely in lobster traps, said Sean Morton, superintendent of NOAA's Florida Keys National Marine Sanctuary.

"They'll eat juvenile fish," Morton said. "They'll go after lobster eggs. We find juvenile snappers, groupers, parrot fish, wrasses, just about anything in their stomachs."

Even worse, juvenile reef fish natural to the environment don't recognize lionfish as a threat, so they don't try to evade this oncoming, strange-looking object, Harvey said.

"They go, 'Wow!' and then, boom, they're gone," he said.



Starting in May, customers at Harvey's RumFish Grill & Bar in St. Pete Beach will come face to face with live lionfish swimming in a 1,000-gallon tank in the dining room. They will be a side attraction, though. Along the back wall, the restaurant's showpiece will be a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's hit series "Tanked."

Along with ahi tacos, Caribbean ceviche and pan-seared Gulf-caught grouper picatta, RumFish chef Aaron Schwietzer is expected to include lionfish whenever it becomes available.

Making it a menu fixture year-round is difficult, because restaurants never know when they will be getting a supply. At The Fish House Encore in Key Largo, lionfish is popular, especially when fried whole and served with garlic pesto and tartar sauce, operations manager Damian Groark said.

"People come in and request it," Groark said.

Last year, the restaurant sold about 6,000 pounds during the 2012-2013 lobster season, which annually runs from August through March. Lobster fishermen sell lionfish as a bycatch. As lobsters begin showing up, lionfish can be bought at certain fish houses for about \$6 per pound in the Upper and Lower Keys.

In Grand Cayman, where he lives, Harvey is promoting the idea of divers spearing the red lionfish and devil firefish instead of grouper or snapper.

"Taking lionfish instead would take the pressure off those other populations," Harvey said. "We need to do something about it."

[jhouck@tampatrib.com](mailto:jhouck@tampatrib.com)

(813) 259-7324



# Local sea life takes center stage at Guy Harvey restaurant



The custom-made, 33,000-gallon tank at Guy Harvey RumFish Grill in St. Pete Beach was created by the hosts of the Animal Planet show "Tanked," who will be at the TradeWinds Guy Harvey Outpost resort, 6000 Gulf Blvd., for an autograph signing from 10 a.m. to 1 p.m. today. LUKE JOHNSON/STAFF

BY JOSH BOATWRIGHT

Tribune staff

Published: May 16, 2014

**ST. PETE BEACH** — At the new Guy Harvey RumFish Grill restaurant, patrons can observe dozens of native Gulf fish in an enormous aquarium during their meal, swim among them and also eat many of them for dinner.

Tarpon, grouper, a moray eel, even some miniature bonnet head sharks glide through the blue waters of the custom-made, 33,000-gallon fish tank, the centerpiece of a new resort dining room opening next month at the [TradeWinds Guy Harvey Outpost resort](#) at 6000 Gulf Blvd.

The walls are graced with canvasses bearing the likeness of the live animals, paintings with the distinctive eye for detail that has made artist Guy Harvey a household name among Florida anglers.



The TradeWinds gave local media a first look at the \$6 million attraction Friday, hosting a meet-and-greet in the evening with Harvey and the hosts of the Animal Planet show “Tanked,” who were contracted to build the wall-length tank, one of a kind for area beaches.

An episode starring Wayde King, Brett Raymer and Heather King was shown Friday night and the resort is hosting an autograph signing with the TV personalities and Harvey from 10 a.m. to 1 p.m. today.

TradeWinds President Keith Overton says the 160-seat restaurant will offer guests at the Guy Harvey Outpost a chance to see what’s beneath the serene Gulf of Mexico waters outside their balconies.

“They can come here and really see how they behave, what they eat, what their habitat looks like,” Overton said.

The general public also is welcome to dine here or shop for Guy Harvey T-shirts, original paintings and prints at the gift shop, which opens today.

The tank may be reason enough for a visit, one of the largest designed by the crew from “Tanked,” which travels the country building aquariums at big resorts.

This project took five months to complete and involved a series of fishing trips into the Gulf of Mexico.

The 200 fish representing 31 different species were almost all caught in the Tampa Bay area, and more than half were captured and safely transported by the “Tanked” crew and workers from the TradeWinds.

“If you went diving in the waters around here in Florida, these are the fish you would find,” King said.

After the RumFish Grill’s expected opening June 1, hotel guests may pay to snorkel in the tank.

Diners also can expect that the grouper fillets they order, though not from the tank, are guaranteed to be caught in local waters.

Taking the demand for authentic, locally-caught fare with extraordinary seriousness, many of the dishes will come with a detailed narrative to back up their claim to freshness.

“Each grouper will have a card with a matching number that goes to the table, to the customer. The customer can take their phone, put the QR code in there and it will pull up a picture of the boat it was caught on, the GPS coordinates of where it was caught, the date and time it was caught, and a history of the captain and the crew,” said Overton, adding responsible and humane fishing methods will also be documented.

The Gulf Wild seafood program, available at only a few Florida restaurants, puts a premium on the price of fillet, but Overton believes guests will be willing to pay for the real thing.

“Then you know it’s fresh fish,” he said.

The building of the 17,000-square-foot restaurant comes with the hiring of 85 new employees, more than 20 of them in the culinary department.

The new restaurant and gift shop are expected to generate \$10 million in sales a year after becoming established in the market, Overton said.

While a chain of standalone Guy Harvey-themed restaurants elsewhere in the U.S. ended up going out of business, Overton says the combination of a 211-room hotel on premises, a unique aquarium attraction and a strong local tourism market should make this new venture a success.



Swimmers dive through the aquarium at the Guy Harvey Outpost in St. Pete Beach, FL on May, 16th 2014. LUKE JOHNSON/STAFF

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## Guy Harvey Outpost aquarium featured on Animal Planet



Friday night the Aquarium Artists from the TV show *Tanked* will show off their newest creation on St. Pete Beach. WTSP

WTSP 9:16 p.m. EDT May 16, 2014



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St. Pete Beach, Florida -- Friday night the Aquarium Artists from the TV show *Tanked* will show off their newest creation on St. Pete Beach. It's the big feature of RumFish Grill and Bar at the Tradewinds Beach Resort's Guy Harvey Outpost on Gulf Boulevard.

The massive 33,500-gallon aquarium is one of the largest the crew from Acrylic Tank Manufacturing, the stars of the show *Tanked*, have ever built. They only had a few months to finish it because the Tradewinds wanted to have it ready for the opening of the restaurant later this month.

"A tank like this first has to be built and it's on pilings so the tank doesn't sink into the ground here in Florida. So the pilings had to be put in first, the cement tank had to be made, then it had to be waterproofed. Then, the panel had to be flown in with a crane and set into the aquarium," explained Wade King.

There are more than 30 different species of fish in the aquarium, all of which are native to Florida, and some -- like grouper and snapper -- will be on the menu.

The *Tanked* episode showing how they created the aquarium airs tonight at 10 on Animal Planet. And tomorrow, you can meet the stars of *Tanked* and Guy Harvey himself between 10 a.m. and 1 p.m.



Apr 9, 2014, 11:21pm EDT | UPDATED: Apr 10, 2014, 6:20am EDT

# Take a hard hat tour of the \$6M Guy Harvey RumFish Grill & Bar

< 1 of 20 >



A look at the front of the site of Guy Harvey's RumFish Grill & Bar at Guy Harvey Outpost, now under construction.

Alexis Mueller





This rotunda area will be the main waiting area for the restaurant, said Keith Overton, president of TradeWinds Island Resorts. In the distance is the main dining area and the 33,500 gallon tank. Guests will have the opportunity to snorkel or immerse in the tank, which will contain 26 species and 90 different fish ranging from seven to 70 pounds. The marine life will include local favorites like grouper, snapper, tarpon and trout but also eels and sharks. For some, that will be intimidating, Overton said. "For others, it will be exhilarating," he said.



Keith Overton, president, TradeWinds Island Resorts, Guy Harvey, Brett Raymer and Wayne King, hosts of the Animal Planet hit show 'Tanked.' Open for breakfast, lunch and dinner, RumFish will seat nearly 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor: "ocean blues and greens, as well as rich dark wood and Guy Harvey designs and original artwork throughout. Works from local marine artists will also be featured," a press release said.



A wide view of the main bar space. Ventilation makes for cool compositions.



The main indoor bar is coming together.



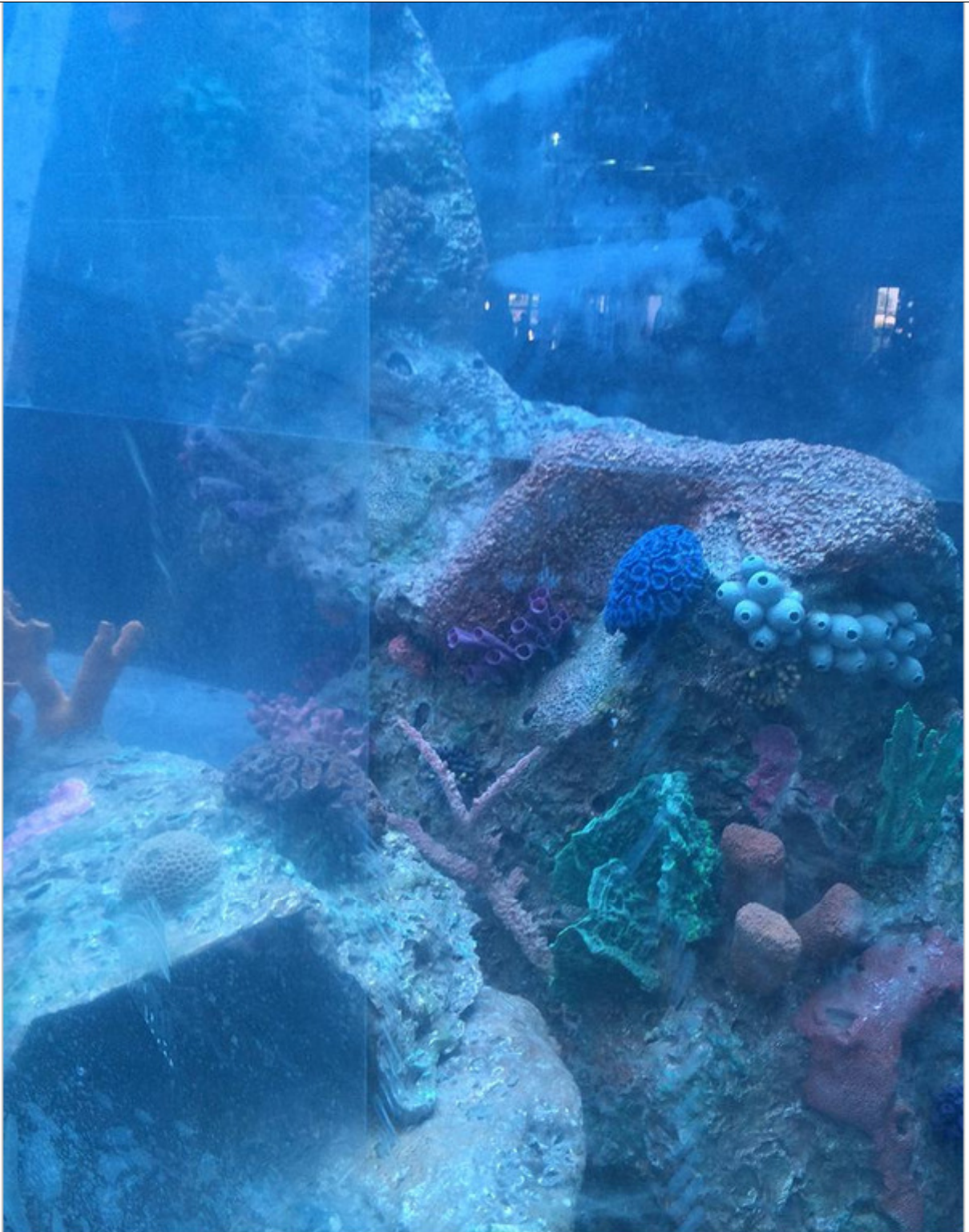


This is the fine dining area. Overton is pointing back behind me where there will be one of two additional 1,000 gallon fish tanks. Those are "huge" in most restaurant scenarios, Overton said. The salt-water-themed restaurant is designed to create a "fully immersive" dining experience, the executives said. Harvey said the conservation theme is critical for him in support of sustainable Florida fisheries. Harvey told me this is his second experience with a restaurant venture. His first failed, he said, because he didn't have the right partner.



A look back out to the front of the restaurant down the hallway that will lead to a viewing area for the large tank. That way, the dining area will remain sequestered from people coming to see the tank, which Overton predicts will be a huge draw. At the end of that hallway will be a 2,200-square-foot retail shop. The walls will be adorned with detailed information about the species found in the tank.





Using a ton of underwater photography, the "Tanked" team has worked diligently to replicate indigenous Tampa Bay marine life and conditions in the tank, flora and fauna, Overton said.

*Alexis Muellner*





The group shot includes Travis Johnson, vice president of marketing at TradeWinds Island Resorts, with Keith Overton, president, Guy Harvey, and Brett Raymer and Wayde King of the Animal Planet hit show "Tanked."



This is the 7,000-pound panel in the viewing area for non-diners. It was kind of an eerie but cool moment when the woman on the "Tanked" team pressed back the plastic liner.



Documenting the documentation. I like the composition on this one. This is from inside the viewing area for non-diners. The panels of the tank weighed more than 11,000 pounds in total, and had to be craned in.



"Tanked" has a huge following. Here, the Fox 13 crew interviews the Animal Planet show's stars Brett Raymer and Wayde King. These two are burning a lot of miles between Tampa and Las Vegas during what has been a four month process so far. It takes 60-80 hours to shoot a show that lasts 44 minutes, Raymer said. King said the show is now in 100 countries now. Actual fish tank hunters drive around and hunt for their tanks and will discover Tampa Bay. A niche audience is born.





Here's the scene from the roof atop the big tank. At the vantage point of the shot is where the office of the staff scientist will go.



Here, Harvey and Raymer do a shout out on video for one of the local TV teams from the bottom of what eventually be filled with 33,500 gallons of water and 26 species of fish.



Guy Harvey climbs a ladder to the top of the large tank structure, now under a blue tarp. This will be roofed. There will be a simulated dock, the same you would see anywhere nearby. Earlier in the day, Overton said a fishing trip to stock the tank yielded a gigantic 29-inch redfish.





After the tour is over, it's back to work.



At the end of the hard hat tour, the hard hats must be returned. I almost forgot.



Apr 30, 2014, 1:36pm EDT

# Schweitzer named chef de cuisine of RumFish at Guy Harvey Outpost



**Margaret Cashill**

Staff Writer-

Tampa Bay Business Journal

Email | Twitter | Google+

Guy Harvey Outpost, a TradeWinds Beach Resort, has appointed Aaron Schweitzer chef de cuisine of RumFish Grill & Bar.

Schweitzer previously was with Circa Restaurant Group of Wilmington, N.C.

RumFish, a 310-seat restaurant featuring a 33,500-gallon aquarium, is on track to open toward the end of May.

Earlier in April, Tampa Bay Business Journal toured the construction site.

TradeWinds Island Resorts, featuring Guy Harvey Outpost and Island Grand, is located in St. Pete Beach.



Enlarge Photo

Alexis Muellner

Construction at Guy Harvey Outpost

I've had **2**  
*dream jobs*

Both at PwC

- Penelope Moreno  
Manager, Assurance

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May 16, 2014, 2:22pm EDT

# 'Tanked' stars showcase aquarium at Guy Harvey's RumFish



Margaret Cashill

Staff Writer-  
Tampa Bay Business Journal  
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An episode of "Tanked" airing on Animal Planet Friday night will begin a new era for Guy Harvey Outpost, a TradeWinds Island Resort.

The episode will feature a 33,500-gallon snorkel aquarium at the upcoming Guy Harvey's RumFish Grill & Bar, part of a new 17,000-square-foot complex under construction at TradeWinds.

The show creates buzz on a national level, but managers want to draw a local crowd as well. TradeWinds President [Keith Overton](#) said he expects at least 80 percent of guests to come from the local area.

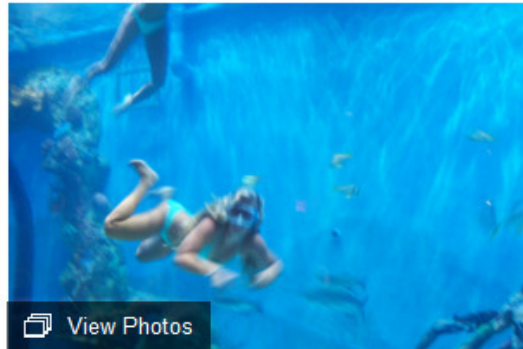
[Brett Raymer](#), [Wayde King](#) and [Heather King](#) of Animal Planet series "Tanked" joined Overton for a walk-through of the nearly finished facility Friday morning.

*Tampa Bay Business Journal* visited the construction site in April. The facility has changed dramatically in the last month.

In addition to the dining area, it features a bar, outdoor deck, merchandise area and two additional tanks. The shop will open to the public on Saturday and the restaurant is taking reservations for June 1 and after.

The tank cost \$1 million and the facility cost \$5 million to build, Overton said.

The "Tanked" episode featuring RumFish will air at 10 p.m. The show's stars will sign books and merchandise at the resort from 10 a.m. to 1 p.m. Saturday.



View Photos

Margaret Cashill

Swimmers join fish in the tank. Hotel guests will have the opportunity to snorkel in the tank.

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Celebrity Lifestyle



Swimmers join fish in the tank. Hotel guests will have the opportunity to snorkel in the tank.



TradeWinds President Keith Overton and "Tanked" star Wayde King answer questions about the 33,500-gallon tank.



RumFish Executive Chef Aaron Schweitzer in the kitchen. The restaurant will participate in the "Gulf Wild" menu program, which provides diners access to information about fish served in the restaurant.





The "predator tank" in the Rumfish bar area.



Overton in the "Rumfish Cave," an area designed to provide public viewing access without disrupting diners in the restaurant.



Overton and "Tanked" stars Heather King, Wayde King and Brett Raymer.



Merchandise on display in the retail section. Overton expects Guy Harvey T-shirt sales to supply 70 percent of the store's revenue.



King with fishing pole and Guy Harvey artwork.



## St. Petersburg's star is rising

By Katherine Ferrara Johnson



After decades of being overshadowed by Tampa, its bigger sister across the bay, St. Petersburg is creating its own identity.

St. Pete, known for its rich history of baseball spring training, the luxurious Loews Don Cesar Hotel (affectionately known as the Pink Palace) and world-class beaches, has seen a resurgence of tourism over the past few years.

Officials report a growing concentration of younger visitors, especially singles and couples. And the international market, led by Latin America, increased by 30% last year.

To capitalize on that younger-trending demographic, Visit St. Pete/Clearwater debuted a new hip and playful marketing campaign titled "Life Amplified" this month.

"The destination is becoming more attractive to a wider, more diverse and younger audience, which is always a good sign, and our new marketing direction reflects that growth," David Downing, Visit St. Pete/Clearwater deputy director, said in a statement.

The destination has gotten plenty of help from the media, as well. Accolades have been pouring in from all over; some of the notables:

- Four beaches in Pinellas County made Trip Advisor's Best in the U.S. list.
- Parents magazine named St. Pete Beach one of "America's Top 10 Best Beach Towns."
- The New York Times listed St. Petersburg in its ranking of "Top 52 Best Places to Visit in 2014" noting the city's urban redevelopment along the waterfront, the Dali Museum, and the eclectic and independent vibe with the craft beer scene and new restaurants along historical Central Avenue.
- Delta Airlines in-flight magazine, Sky, put St. Pete in its top 10 destinations from around the globe. The magazine gave high marks to the city's "impressive array of art-focused institutions, all situated on the bay in the city's cozy, pedestrian-friendly downtown" and ranked it ahead of international destinations like Amsterdam and Belize.

A hip new hotel, the city's first newbuild in more than two decades, will help St. Pete accommodate what it hopes will be an influx of hip new visitors.



Katherine Ferrara Johnson



*The Hotel Zamora overlooks the Intracoastal Waterway and the Gulf of Mexico.*

The Hotel Zamora, a 72-room boutique hotel featuring Spanish-influenced designs and architecture from Zamora, Spain, is scheduled to open early next month on St. Pete Beach. Executives say the timing is right for expansion to Florida's west coast.

"The Tampa/St. Petersburg market cried out for something relevant, not just trendy or edgy. People are just as sophisticated here as other markets, and our brand has done very well in markets similar to this," said Richard Miller, CEO with Trust Hospitality.

Miller says the Hotel Zamora will offer the area's first rooftop bar/lounge and entertainment venue, with stunning views of the beaches and the city's skyline. Castile, a Spanish-influenced restaurant, will serve locally sourced menu items (plenty of seafood) with tapas-style dishes that pay homage to the hotel's

international roots. The Zamora will also offer high-tech meetings and conference space aimed at groups that may prefer a more intimate setting than offered at some of the larger resorts in the area.

New things are happening at established properties, as well. The TradeWinds Beach Resort, one of the biggest resorts in the area with 584 guest rooms and penthouses, is opening Guy Harvey's RumFish Grill & Bar at the Guy Harvey Outpost (one of the resort's two properties) on June 1.

The restaurant's main attraction will be a 33,500-gallon aquarium, built by Wayde King and Brett Raymer from the Animal Planet series "Tanked," which showcases the duo building over-the-top fish tanks for celebrities.

The aquarium will enable guests to snorkel in the tank with snook, redfish, trout, grouper, snapper, small sharks and eels. Guests will also be able to participate in behind-the-scenes tours on eco-initiatives and tank management and feed the fish.

A number of smaller salt-water fish tanks will be placed around RumFish Grill & Bar allowing guests to enjoy a "fully immersive" dining experience.

The restaurant is partnering with Secrets of the Sea, which will maintain, care and feed all of the fish.

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## LOCATION SCOUT



## 10 New Orlando Venues for Spring Meetings and Events



Photo: Courtesy of Universal Orlando Resort

*By Mitra Sorrells* Posted May 1, 2014, 7:30 AM EDT

Here's a look at the best new Orlando restaurants, hotels, party rooms, corporate event venues, conference centers, and private rooms to open this spring. These new and renovated Orlando venues can accommodate groups large or small for private and corporate events, meetings, business dinners, cocktail parties, conferences, weddings, and more.

## LOCATION SCOUT

## 10 New Orlando Venues for Spring Meetings and Events

**8. Guy Harvey's RumFish Grill & Bar**

Guy Harvey's [RumFish Grill & Bar](#) will open in late May inside the [Guy Harvey Outpost](#) resort in St. Pete Beach. The restaurant will have a 33,500-gallon aquarium, and resort guests will be able to snorkel in the tank among fish such as snook, tarpon, grouper, sharks, and eels. A number of other tanks will be placed around the 20,000-square-foot restaurant, which will have seating for 310 people and will be available for buyout.

Rendering: Courtesy of Guy Harvey Resort



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8/10



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FOOD NEWS

## RumFish Grill & Bar to open at Guy Harvey Outpost after May 16

Construction for Guy Harvey's new restaurant on St. Pete Beach at 6000 Gulf Blvd. is underway.

Posted by **MEAGHAN HABUDA** on Thu, Apr 10, 2014 at 4:07 PM



MEAGHAN HABUDA

From left to right, Keith Overton, Guy Harvey, Wade King and Brett Raymer discuss RumFish Grill & Bar's massive aquarium, which is the main feature of the dining room.

In a blue Guy Harvey long sleeve, Keith Overton faced a sea of hard hats at the Guy Harvey Outpost on Wednesday, April 9. The TradeWinds Island Resort president stood on what will become an outside bar, with a 4,500-square-foot deck and stage for live music, at the outpost's new restaurant, the RumFish Grill & Bar.

Marine artist and conservationist Guy Harvey, as well as Wayde King and Brett Raymer of Animal Planet's "Tanked," a series that follows the duo's aquarium manufacturing business, stood nearby. King and Raymer built the 33,500-gallon aquarium located in the restaurant's main dining area.

Slated to open soon after its episode of "Tanked" airs on May 16, RumFish will be "the draw of Tampa Bay," Overton said, calling it "a high-end dining experience."

The restaurant will serve breakfast, lunch and dinner, with seating to accommodate 310 people — 150 in the main dining room, and 160 in outdoor and indoor bar areas. Artwork by local marine artists will adorn RumFish's walls.

An array of sustainable seafood will be featured on the ocean-themed restaurant's menu through the **Gulf Wild program**, including smoked mackerel and eggs, Caribbean conch chowder, grilled swordfish and mahi-mahi with lemon-thyme glaze.

Other fare includes duck confit flatbread, veggie curry and dry-rubbed rib eye.

According to Overton, Harvey's "conservation message resonates with people in the Tampa Bay area."

Overton said RumFish provides diners with "real fish caught right here in our waters," adding that there's a huge effort to harvest lionfish, an invasive species threatening saltwater fish in Florida and other locations. RumFish plans to serve up lionfish when it can.

King and Raymer said it was important that the aquarium matched the region's underwater environment. The pair replicated mangroves and coral reef habitats for the tank, modeling each after below-the-surface photographs they took of the Bay area.



The tank, constructed by brothers-in-law King and Raymer, weighs more than 11,000 pounds. MEAGHAN HABUDA



Unsurprisingly, King and Raymer's tank will be the dining room's centerpiece, giving diners the opportunity to observe indigenous fish, such as tarpon, redfish, snook, grouper and more, even small sharks and Moray eels.

With permits from the Fish and Wildlife Conservation Commission, Overton said RumFish has begun acquiring species for the aquarium. He mentioned how Harvey recently caught a 29-inch trout that weighed 8 pounds, which will be placed in the tank.

Overton said one-third of the tank's fish will be purchased, and another third will come from aquariums in the community like the Florida Aquarium and Clearwater Marine Aquarium.

Diners and non-diners, who are guests at the Guy Harvey Outpost or just visitors passing through, may view the tank from its underwater viewing area. In the viewing area's gallery, 26 illustrations of fish species, with descriptions, will supplement the experience.

While taking in a panoramic view atop the tank, outpost guests will have access to snorkeling and a behind-the-scenes tour that highlights eco-initiatives and tank management at RumFish.

Two other 1,000-gallon tanks will be installed in different parts of the restaurant, and so will an additional stage, allowing diners to enjoy live entertainment while grubbing inside.

At least one tank plans to feature juvenile fish that will be relocated into the larger aquarium once they've matured.

RumFish will also house a retail store, selling "Tanked" and Harvey merchandise along with artwork, videos and more. Overton expects that 80 percent of the shop's sales will be from T-shirts.

**Tags:** [Restaurant openings](#), [RumFish Grill & Bar](#), [Guy Harvey Outpost](#), [TradeWinds](#), [Keith Overton](#), [Guy Harvey](#), [Tanked](#), [Animal Planet](#), [Wayde King](#), [Brett Raymer](#), [conservation](#), [aquarium](#), [sustainable seafood](#), [St. Pete Beach](#), [Image](#)

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## RumFish Grill features snorkeling tank

Article published on Wednesday, April 9, 2014



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ST. PETE BEACH – Guy Harvey Outpost guests will soon have the opportunity to snorkel in a 33,500-gallon tank among snook, trout, tarpon, grouper and small sharks when the new RumFish Grill and Bar opens in mid-May.

The aquarium is being built by Wayde King and Brett Raymer of the Animal Planet series "Tanked." The entire complex will open to the public shortly after the episode of "Tanked" airs nationally on Friday, May 16.

RumFish guests also can participate in a "behind the scenes" tour highlighting eco-initiatives and tank management, and includes the chance to feed the fish. A number of other tanks will be placed around the saltwater-themed restaurant, giving diners a "fully immersive" dining experience.

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Illustrations courtesy of HAYWORTH PUBLIC RELATIONS

The new RumFish Grill and Bar is targeted to open May 16 at the Guy Harvey Outpost at 6000 Gulf Blvd. in St. Pete Beach.



"RumFish will not only be a unique experience for our guests, it also will be a destination restaurant offering day travelers an all-encompassing Guy Harvey experience," said Keith Overton, president, TradeWinds Island Resorts. "Not only will visitors be able to dine, but they also can explore the tanks, enjoy extensive entertainment options and browse the large 2,200-square-foot retail shop."

According to a press release, the restaurant's store will carry the largest selection of Guy Harvey merchandise in the area. Items that can be found include Guy's signature T-shirts, fishing gear, various clothing lines, beach gear, artwork and a variety of unique gift items, videos and much more.

RumFish will seat about 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor will feature ocean blues and greens, as well as rich dark wood and Guy Harvey designs and original artwork throughout. Works from local marine artists also will be featured.

The menu will include a wide variety of appetizers, soups, salads, sandwiches and entrees. Starters include peppered Ahi tacos, Caribbean Ceviche and duck confit flat bread. Larger entrees range from pan seared local Grouper picatta and clam capellini to a dry rubbed rib eye and chicken tortellini.

Plans call for a number of indoor and outdoor televisions including one large screen HDTV that can show up to nine sporting events or programs on one large screen. Live entertainment will be provided nightly with two stages for bands.

As always, guests of Guy Harvey Outpost share privileges with its nearby sister property, the TradeWinds Island Grand.

The Guy Harvey Outpost is at 6000 Gulf Blvd. in St. Pete Beach.

For reservations, call toll-free 1-844-RumFish (786-3474) or visit [www.RumFishGrill.com](http://www.RumFishGrill.com).

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**RumFish opens at Guy Harvey Outpost**

By BOB McCLURE

Article published on Tuesday, May 20, 2014

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ST. PETE BEACH – The beach's newest gem opened to a major fanfare May 16.

Guy Harvey's RumFish Grill and Bar at Guy Harvey Outpost, 6600 Gulf Blvd., was showcased during a VIP reception that was followed by a special edition of the television show "Tanked" on Animal Plant, which featured the builders of a 33,500-gallon aquarium – the centerpiece of the new facility.

Those dining at the \$6 million facility will have a chance to sit close up to an aquarium measuring 33 feet wide, 10 feet high and 6 inches thick. Inside are over 200 fish. The 31 varieties include tarpon, sharks, snook, Jack Crevalle, cobia, spotted sea trout, red drum, black drum and a 5-foot moray eel, to name a few.

"About 60 percent of the fish were caught (in the Gulf of Mexico)," said Keith Overton, president and chief operating officer of TradeWinds Island Resorts, which includes Guy Harvey Outpost. "We brought in some of the Atlantic species."

The fish were caught by Overton, Guy Harvey and the builders of the tank, Wayne King and Brett Raymer, the hosts of "Tanked" and owners of Acrylic Tank Manufacturing of Las Vegas.

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Photo by BOB McCLURE

A 33,500-gallon fish aquarium is a focal point at the new RumFish Grill and Bar at the Guy Harvey Outpost in St. Pete Beach.



<b>Online Calendars</b>	
Community Calendar	"We caught most of the fish in four to five days," said Overton, "including a 29-inch trout that Guy caught."
Entertainment Calendar	
Live Music Calendar	
<b>Archives</b>	
Browse Archives	Secrets of the Sea, which formerly operated the aquarium at the St. Petersburg Pier, will be the curator of the aquarium and maintain the main tank, as well as two 1,100-gallon tanks for predator fish in the bar area and a juvenile tank in the restaurant.
Search Archives	
<b>Online Only</b>	
Community Links	TradeWinds Island Grand and Guy Harvey Outpost guests will have chance to snorkel in the big tank for \$25 and a webcam is planned to stream views of the fish on the TradeWinds website.
Discovering Pinellas	
Florida Headlines	
Food & Recipes	Overall, RumFish takes up 17,000 square feet. The main dining room seats 150 and the bar seats 80 inside and 70 outside. When not sipping on a cold drink, patrons will have the option of viewing TV screens in the bar and listening to a variety of live music.
Grocery Coupons	
Infographics	
Reader's Recipes	Chef Aaron Schweitzer will oversee a 5,000-square-foot kitchen that will feature a state-of-the-art self-cleaning hood system. Schweitzer said there would be seven to eight cooks on the line at all times preparing breakfast, lunch and dinner. The menu, he said, would include nine main entrees and about 28 to 29 items total.
Reader's Choice	
Hurricane Guide	
National Headlines	Reservations are currently being accepted online at <a href="http://www.rumfishgrill.com">www.rumfishgrill.com</a> for seatings on and after June 1, when the restaurant officially opens.
Sports Headlines	
Tech Corner	
Weather Forecast	For King and Raymer, the RumFish project was one of their largest. The pair have a long history of converting anything from a gumball machine and an automobile into a fish tank.
<b>Services Directory</b>	
Automotive Guide	"This is more of a traditional aquarium with more of the things of Florida," Raymer said.
Online Dining Guide	
Medical Directory	
Real Estate Guide	Surprisingly, the entire RumFish project took less than three months to complete. The toughest obstacle, King said, was bringing in the large acrylic walls for the tank, which weigh in excess of 10,000 pounds each, and putting them in place with a 12-story crane. The filtration system alone takes up the equivalent of eight parking spaces, Raymer said, and the aquarium is supported by 36 25-foot pilings under the tank.
RSS Feeds	
<b>General Info</b>	
About TBN	For those who wish to view fish in the tank but not sit down for a meal in the dining room, there is the RumFish Cave – an enclosed corridor that runs beside the dining area to the tank and allows folks a free look at the aquatic life without disturbing those in the dining room.
Contact TBN	
Online Forms	
Deadlines	

<b>Media Kit</b>	<p>"This aspect is the best part of all because it allows the general public to come in and view the tank," Overton said.</p> <p>They can also check out the 2,200-square-foot Guy Harvey Outpost retail store, which is the largest of its kind in the United States.</p> <p>Overton said he anticipates \$1.5 million to \$2 million in revenue per year from the retail store and about \$10 million annually from the restaurant. He expects about 80 percent of that to come from resort guests.</p> <p>"I feel like we're really in a good position to do well," said Overton. "But, of course, our biggest challenge, as it is everywhere on the beaches, is parking."</p> <p>Altogether, the TradeWinds offers nearly 800 rooms – 585 at the Island Grand and 211 at the Guy Harvey Outpost.</p> <p>Article published on Tuesday, May 20, 2014</p>
Rate card	
CVC Audit Report	
Testimonials	



## RumFish names chef, general manager

Article published on Wednesday, May 21, 2014

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ST. PETE BEACH – RumFish Grill & Bar at the Guy Harvey Outpost recently named Aaron Schweitzer as chef de cuisine and Aaron Rademan the general manager of the new restaurant, scheduled to open in late May.

As chef de cuisine, Schweitzer will be in charge of all facets of RumFish's food service including menu writing, culinary direction and guest service.

With more than 21 years of experience in the restaurant industry, Schweitzer was most recently the executive chef of Circa Restaurant Group in Wilmington, North Carolina, where he worked for 13 years and opened seven restaurant concepts and oversaw all kitchen operations. Restaurants in the group include Circa 1922, Boca Bay and Osteria Cicchetti. Prior to that, he worked as the chef de cuisine for Landfall County Club, also in Wilmington. Other experience includes work with Louis's Charleston Grill and NOLA, Emeril Lagasse's restaurant in New Orleans. Schweitzer is a graduate of the Pennsylvania Institute of Culinary Arts.

As RumFish's general manager, Radman will oversee all food and beverage and guest services. He will be in charge of staffing, purchasing and financial performance of the restaurant.

For the past five years, Radman served as the director of food and beverage operations for Nova Hotel Group in Clearwater, where he was responsible for the food and beverage operations of 10 restaurants in five different hotels. Before that, he was the general manager for Roy's Restaurant in Sarasota for seven years. Radman attended Bakersfield College in California and Embry Riddle Aeronautical University in Arizona. He is also a wrestling coach for Gear 5 Wrestling and St. Petersburg High School.

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# TAMPA BAY NEWSWIRE

April 3, 2014 in [Arts, Culture, Entertainment, Meetings, Events, Hospitality, Tourism, Conventions](#)

## **Guy Harvey's RumFish to Open at St. Pete Beach Resort**

Destination Restaurant to Showcase 33,500-Gallon Snorkel Aquarium that will be Featured on Animal Planet's "Tanked"

**WHO:** The new Guy Harvey's RumFish Grill & Bar at Guy Harvey Outpost – a TradeWinds Beach Resort, just 30 minutes from Tampa on Florida's west coast on the island of St. Pete Beach. The 211-room resort is one of only two Guy Harvey Outpost hotels in the United States.

**WHAT:** The new Guy Harvey's RumFish Grill & Bar is currently under construction at Guy Harvey Outpost – a TradeWinds Beach Resort and is scheduled to open in May 2014. The restaurant's main attraction will be a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's hit series, "Tanked." The entire complex will open to the public shortly after the episode of "Tanked" airs nationally on Friday, May 16.

Guy Harvey Outpost guests will exclusively have the opportunity to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and even eels. Resort guests can also participate in a "behind the scenes" tour highlighting eco-initiatives and tank management, and includes the chance to feed the fish. A number of other tanks will be placed around the salt-water-themed restaurant, giving diners a "fully immersive" dining experience.

"RumFish will not only be a unique experience for our guests, it will also be a destination restaurant offering day travelers an all-encompassing Guy Harvey experience, said Keith Overton, president, TradeWinds Island Resorts. "Not only will visitors be able to dine, but they can also explore the tanks, enjoy extensive entertainment options and browse the large 2,200 square foot retail shop."

The restaurant's store will carry the largest selection of Guy Harvey merchandise in the area. Items that can be found include Guy's signature t-shirts, fishing gear, various clothing lines, beach gear, artwork and a variety of unique gift items, videos and much more. Open for breakfast, lunch and dinner, RumFish will seat approximately 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor will feature ocean blues and greens, as well as rich dark wood and Guy Harvey designs and original artwork throughout. Works from local marine artists will also be featured.



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The RumFish menu will include a wide variety of appetizers, soups, salads, sandwiches and entrees. Starters include peppered Ahi tacos, Caribbean Ceviche and duck confit flat bread. Larger entrees range from pan seared local Grouper picatta and clam capellini to a dry rubbed rib eye and chicken tortellini.

There will be a number of indoor and outdoor televisions including one large screen HDTV that can show up to nine sporting events or programs on one large screen. Live entertainment will be provided nightly with two stages for bands.

As always, guests of Guy Harvey Outpost share privileges with its nearby sister property, the TradeWinds Island Grand.

WHEN: Guy Harvey's RumFish Grill & Bar is scheduled to open May 2014.

WHERE: Guy Harvey Outpost – A TradeWinds Beach Resort

6000 Gulf Boulevard

St. Pete Beach, Florida

RESERVATIONS: Call toll-free (844) RumFish (786-3474) or visit [www.RumFishGrill.com](http://www.RumFishGrill.com).

For hotel reservations and information, call toll-free (877) 428-4000 or visit [www.GuyHarveyOutpostTampaBay.com](http://www.GuyHarveyOutpostTampaBay.com).

May 7, 2014 in [Hospitality](#), [Tourism](#), [Conventions](#), [Restaurants](#), [Retail](#)

## **Book & Merchandise Signing with Animal Planet's "Tanked" Stars and Dr. Guy Harvey**

Guy Harvey's RumFish Grill at Guy Harvey Outpost

### **CALENDAR ALERT**

What: Merchandise & Book Signing with stars Wayde King, Brett Raymer &

Heather King of Animal Planet's "Tanked"

Fans of Animal Planet's hit series, "Tanked" have the opportunity to meet the stars Wayde King, Brett Raymer and Heather King during a merchandise and book signing being held at Guy Harvey Outpost, a TradeWinds Beach Resort. The stars are in town to celebrate the opening of Guy Harvey's RumFish Grill for which they built a 33,500-gallon snorkel aquarium. The building of the tank is featured in the May 16 episode of "Tanked."

### **Merchandise Signing with Dr. Guy Harvey**

Fans will also have the opportunity to interact with the legendary fisherman, artist and conservationist, Dr. Guy Harvey.

Fans are welcome to bring "Tanked" and Guy Harvey merchandise for autographs and will have the opportunity to take pictures. Merchandise including show t-shirts, hats and the new book TANKED: The Official Companion will be available for purchase in the restaurant retail shop.

Please note: the restaurant will not yet be open to the public, but guests will have the opportunity to view the aquarium constructed on the show. Guests may also browse in the retail store which will carry the largest selection of Guy Harvey merchandise in the area.

Open to the public.

When: Saturday, May 17

10 a.m. – 1 p.m. – Animal Planet's "Tanked" Stars

11 a.m. – 1 p.m. – Guy Harvey



Where: Guy Harvey Outpost, a TradeWinds Resort – RumFish Grill

6000 Gulf Boulevard, St. Pete Beach – (727) 360-5551.

Cost: Free

Parking: Complimentary short term parking will be available at Guy Harvey Outpost and the TradeWinds Island Grand during the signing times. Subject to availability.

Information: (727) 360-5551

[www.RumFishGrill.com](http://www.RumFishGrill.com)

May 16, 2014 in [Hospitality](#), [Tourism](#), [Conventions](#), [Restaurants](#), [Retail](#)

## **RumFish Grill & Bar at Guy Harvey Outpost Names Chef de Cuisine and General Manager**

**WHO:** The new Guy Harvey's RumFish Grill & Bar at Guy Harvey Outpost – a TradeWinds Beach Resort, just 30 minutes from Tampa on Florida's west coast on the island of St. Pete Beach. The 211-room resort is one of only two Guy Harvey Outpost hotels in the United States.

**WHAT:** RumFish Grill & Bar at the Guy Harvey Outpost recently named Aaron Schweitzer as chef de cuisine and Aaron Rademan the general manager of the new restaurant, scheduled to open in late May. As chef de cuisine, Schweitzer will be in charge of all facets of RumFish's food service including menu writing, culinary direction and guest service. With more than 21 years of experience in the restaurant industry, Schweitzer was most recently the executive chef of Circa Restaurant Group in Wilmington, NC where he worked for 13 years and opened seven restaurant concepts and oversaw all kitchen operations. Restaurants in the group include Circa 1922, Boca Bay and Osteria Cicchetti. Prior to that, he worked as the chef de cuisine for Landfall County Club, also in Wilmington. Other experience includes work with Louis's Charleston Grill and NOLA, Emeril Lagasse's restaurant in New Orleans. Schweitzer is a graduate of the Pennsylvania Institute of Culinary Arts.

Aaron Radman has been named RumFish's general manager. In this position, Radman will oversee all food and beverage and guest services. He will be in charge of staffing, purchasing and financial performance of the restaurant. For the past five years, Radman served as the director of food and beverage operations for Nova Hotel Group in Clearwater, where he was responsible for the food and beverage operations of 10 restaurants in five different hotels. Before that, he was the general manager for Roy's Restaurant in Sarasota for seven years. Radman attended Bakersfield College in California and Embry Riddle Aeronautical University in Arizona. He is also a wrestling coach for Gear 5 Wrestling and St. Petersburg High School.

**WHERE:** Located on Florida's Gulf Coast, RumFish Bar & Grill at Guy Harvey Outpost features innovative seafood and more surrounded by a number of stunning salt-water fish tanks, nightly entertainment and a retail shop that carries the largest selection of Guy Harvey merchandise in the area. The restaurant's main attraction is a 33,500-gallon aquarium built by Wayne King and Brett Raymer of Animal Planet's hit series, "Tanked." Guy Harvey Outpost guests will exclusively have the opportunity to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and even eels.

For reservations and information, call toll-free (844) RUMFISH (786-3474) or (727) 329-1428 or visit [www.RumFishGrill.com](http://www.RumFishGrill.com)



# Karen Kuzsel

I cook. I write. I explore.

« AM I SEEING DOUBLE OR DO ORLANDO VENUES NOW COME IN PAIRS?

## HOTEL HAPPENINGS & PROGRAM PROMOTIONS —APRIL, 2014

April 18, 2014 // 0

There are only two **Guy Harvey Outpost hotels** in the United States and the 211-room resort in at **St. Pete Beach** has a May 16 opening date set for **RumFish Grill & Bar**. Located just 30 minutes from Tampa on Florida's west coast, the latest TradeWinds Beach Resort restaurant will feature a 33,500-gallon aquarium built by **Wayde King** and **Brett Raymer** of Animal Planet's hit series, "**Tanked**."

"RumFish will not only be a unique experience for our guests, it will also be a destination restaurant offering day travelers an all-encompassing Guy Harvey experience, said **Keith Overton, president, TradeWinds Island Resorts**. "Not only will visitors be able to dine, but they can also explore the tanks, enjoy extensive entertainment options and browse the large 2,200 square foot retail shop." Guy Harvey Outpost guests will exclusively be able to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and even eels. Resort guests can also participate in a "behind the scenes" tour



TradeWinds Island Grand Resort's new 3-story beach slide

A number of other tanks will be placed around the salt-water-themed restaurant, giving diners a "fully immersive" dining experience. RumFish will seat up to 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor will feature ocean blues and greens, dark woods, Guy Harvey designs, and original artwork by local marine artists. There will be numerous TVs and live entertainment nightly on two stages. [www.RumFishGrill.com](http://www.RumFishGrill.com); (844) 786-3474

RESTAURANTS

## Guy Harvey Nabs Wilmington Chef

BY LIZ BIRO, POSTED APR 30, 2014

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A chef who executed and helped shape some of Wilmington's most recognized menus is leaving the city to take a top position at a new restaurant at Guy Harvey Outpost beachfront resort in St. Pete Beach, Fla.

Aaron Schweitzer is well known for the time he spent running stoves in Circa Restaurant Group kitchens here, namely Circa 1922, Boca Bay and both the original Osteria Cicchetti at The Forum Shopping Center and the Monkey Junction Osteria Cicchetti Schweitzer helped open in late 2013.

Schweitzer tonight clocks his last Monkey Junction Osteria Cicchetti shift, ending his Wilmington run.

In his new position, Schweitzer said he will serve as chef de cuisine at RumFish Grill & Bar, which Guy Harvey Outpost reported is under construction and scheduled to open in May.



(Photo by Liz Biro)

Guy Harvey Outpost is part of TradeWinds Island Resorts. Guy Harvey is a famous marine wildlife artist who uses his background as a marine biologist, diver, photographer and angler to create his celebrated works.

RumFish will feature a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's hit series, "Tanked," which on May 16 will air an episode about the project before the restaurant opens, according to a Guy Harvey Outpost press release. Resort guests may snorkel in the tank among indigenous fish.



The RumFish menu will list a wide variety of appetizers, soups, salads, sandwiches and entrees, according to the restaurant's developing website.

Schweitzer, 40, discovered North Carolina during family vacations to the Outer Banks. During his early 1990s Ohio school years, he worked at Outer Banks restaurants. Back at school, Schweitzer considered becoming a marine biologist. A culinary school recruiter who visited Schweitzer's high school changed Schweitzer's mind. He ended up at Pennsylvania Institute of Culinary Arts in Pittsburgh, Pa.

Schweitzer went on to work at chef Emeril Lagasse's then-new NOLA in New Orleans. There, he honed skills alongside seasoned chefs. At special dinners, he cooked for and interacted with some of America's leading chefs, including Roger Verge, Charlie Trotter and Michel Richard.

"Those are conversations I'll never let go," Schweitzer said.

Next, Schweitzer landed in Charleston, S.C. He worked at noted chef Louis Osteen's Louis's Charleston Grill. In Charleston, Schweitzer met chef Chip Pridgen, a Wilmingtonian and now well-known Wilmington private club chef. Pridgen attracted Schweitzer to the Port City.

By 1996, Schweitzer was cooking and ultimately creating menus at Landfall clubs. By 2000, "I heard about this Ash Aziz guy," Schweitzer said, referring to the owner of Circa Restaurant Group. Schweitzer applied for a position at what was then a fledgling Circa 1922. To prove his value to Aziz, Schweitzer said, "I made up a mock menu that pointed out the flaws in the (Circa) menu."

"I told him (Aziz), 'I think you're going to pass up an unturned page in Wilmington's cookbook if you don't give me an opportunity,'" Schweitzer said.

Schweitzer spent all but six months of the next 14 years with Circa Restaurant Group. Helming stoves at Osteria Cicchetti, Schweitzer watched the restaurant grow, even during the bitter Great Recession. He also helped develop farm-to-table concept The Kitchen, now farm-to-table Pembroke's under a different owner.

Some of Schweitzer's dishes still mark Circa 1922's menu: duck pastrami, escargot vol-au-vent and shrimp/pork/vegetable spring rolls. Asked what he considers his standout dishes for the group, Schweitzer pointed to seared scallops with smoked oyster fondue he served at Circa 1922 and Boca Bay; seared rare tuna with marinated smoked mushroom salad at Circa 1922 and lamb shank confit served over grits at Circa 1922.

A desire for new challenges and a wish to live in Florida drove Schweitzer to leave Wilmington, although he'll miss the small-town feel and "the no-nonsense of working with Ash and the freedom he's given me through the years.

"He knows food so well, and Ash has always understood what kind of customer base is going to be here," Schweitzer said.

Now a husband and dad to two kids ages 3 and 8, Schweitzer said he's ready to turn the cookbook page to a new recipe. "I'm just really excited to go there (St. Pete Beach) and start again."



## Hotel News

### **Guy Harvey's RumFish to Open at St. Pete Beach Resort Destination Restaurant to Showcase 33,500-Gallon Snorkel Aquarium that will be Featured on Animal Planet's "Tanked"**

Thursday, April 03, 2014

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WHO: The new Guy Harvey's RumFish Grill & Bar at Guy Harvey Outpost – a TradeWinds Beach Resort, just 30 minutes from Tampa on Florida's west coast on the island of St. Pete Beach. The 211-room resort is one of only two Guy Harvey Outpost hotels in the United States.



**St. Pete Beach Properties, LLC**

*Developer and Contractor*

WHAT: The new Guy Harvey's RumFish Grill & Bar is currently under construction at Guy Harvey Outpost – a TradeWinds Beach Resort and is scheduled to open in May 2014. The restaurant's main attraction will be a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's hit series, "Tanked." The entire complex will open to the public shortly after the episode of "Tanked" airs nationally on Friday, May 16.

Guy Harvey Outpost guests will exclusively have the opportunity to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and even eels. Resort guests can also participate in a "behind the scenes" tour highlighting eco-initiatives and tank management, and includes the chance to feed the fish. A number of other tanks will be placed around the salt-water-themed restaurant, giving diners a "fully immersive" dining experience.

"RumFish will not only be a unique experience for our guests, it will also be a destination restaurant offering day travelers an all-encompassing Guy Harvey experience, said Keith Overton, president, TradeWinds Island Resorts. "Not only will visitors be able to dine, but they can also explore the tanks, enjoy extensive entertainment options and browse the large 2,200 square foot retail shop."

The restaurant's store will carry the largest selection of Guy Harvey merchandise in the area. Items that can be found include Guy's signature t-shirts, fishing gear, various clothing lines, beach gear, artwork and a variety of unique gift items, videos and much more. Open for breakfast, lunch and dinner, RumFish will seat approximately 150 in the main dining room and 160 in the indoor and outdoor bar areas. The décor will feature ocean blues and greens, as well as rich dark wood and Guy Harvey designs and original artwork throughout. Works from local marine artists will also be featured.

The RumFish menu will include a wide variety of appetizers, soups, salads, sandwiches and entrees. Starters include peppered Ahi tacos, Caribbean Ceviche and duck confit flat bread. Larger entrees range from pan seared local Grouper picatta and clam capellini to a dry rubbed rib eye and chicken tortellini.



There will be a number of indoor and outdoor televisions including one large screen HDTV that can show up to nine sporting events or programs on one large screen. Live entertainment will be provided nightly with two stages for bands.

As always, guests of Guy Harvey Outpost share privileges with its nearby sister property, the TradeWinds Island Grand.

WHEN: Guy Harvey's RumFish Grill & Bar is scheduled to open May 2014.

WHERE: Guy Harvey Outpost – A TradeWinds Beach Resort  
6000 Gulf Boulevard  
St. Pete Beach, Florida

RESERVATIONS: Call toll-free (844) RumFish (786-3474) or visit [www.RumFishGrill.com](http://www.RumFishGrill.com).

For hotel reservations and information, call toll-free (877) 428-4000 or visit [www.GuyHarveyOutpostTampaBay.com](http://www.GuyHarveyOutpostTampaBay.com).



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Home » Restaurant News

## New Restaurant on St. Pete's Beach

Submitted by Susan on May 18, 2014 – 8:39 am

No Comment



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RumFish Grill & Bar at Guy Harvey Outpost, 6000 Gulf Boulevard, St. Pete Beach, Florida, brings new meaning to sourcing food locally.

When it opens later this month, the restaurant's main attraction will be a 33,500-gallon aquarium built by Wayde King and Brett Raymer of Animal Planet's "Tanked". Guy Harvey Outpost guests will be invited to snorkel in the tank among indigenous fish such as snook, redfish, trout, tarpon, grouper, snapper, small sharks and eels. (No word

on whether one must catch one's own dinner.)

Resort guests can also participate in a "behind the scenes" tour highlighting eco-initiatives and tank management, and this includes the chance to feed the fish. A number of other tanks will be placed around the salt-water-themed restaurant, giving diners a "fully immersive" dining experience. It's all part of the vision of Guy Harvey.

(Who's first in the tank, Road Trips Foodies?)

RumFish Grill & Bar has named Aaron Schweitzer as chef de cuisine and Aaron Rademan the general manager of the new restaurant. Schweitzer will be in charge of all facets of RumFish's food service including menu writing, culinary direction and guest service. Radman will oversee all food and beverage and guest services.

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