

DOWNTOWN SAN JOSE EATERY AND NIGHTCLUB FAHRENHEIT RESTAURANT & LOUNGE CLOSING AFTER 10 YEARS

Popular Nightspot to the South Bay's "Hip and Beautiful" will Cease Operations Sunday, August 30

SAN JOSE, Calif. – August 18, 2015 – FAHRENHEIT Restaurant & Lounge, a familiar downtown San Jose eatery, award-winning cocktail lounge and nightlife venue, will close its doors for the final time on Sunday August 30. Eric J. Haraga, co-owner of FAHRENHEIT, said the business succumbed to skyrocketing rents resulting from the most recent Bay Area technology boom.

FAHRENHEIT's restaurant offers farm-to-table cuisine featuring sustainable and organic ingredients sourced largely from local family farms. The FAHRENHEIT Lounge features rotating guest DJs and has been described as "4000 square feet of posh drinking, dining and dancing space continuously packed with the hip and beautiful."

Danny Chu, FAHRENHEIT co-owner and author of its farm-to-table food menus, said promotions and surprises are planned for FAHRENHEIT's Farewell Weekend, Saturday, August 22 and Sunday, August 23. On Saturday, live DJ entertainment will begin at 8 p.m. and complimentary hors d'oeuvres will be served from 8-10 p.m. Also on Saturday night, a glass of champagne will be served at no charge to anyone who brings a special coupon printed from FAHRENHEIT's website (www.fahrenheitsj.com) for a final toast. Groups of four or more will receive a complimentary bottle of champagne.

The 5000 sq. ft. FAHRENHEIT Ultra Lounge opened its doors on April 15, 2005. Initially, FAHRENHEIT was primarily a nightlife venue, contributing 75 percent of its total revenue. Now the restaurant drives nearly as much business.

"It was a lot of fun when the nightlife was alive and thriving," recalled Chu.

Haraga said many celebrities have dropped in over the years. "Every comedian who performed at the San Jose Improv around the corner stopped by, as well as athletes from the Sharks, Niners, Raiders and Warriors pro sports teams."

"Our Silicon Valley location has been huge for us because so many companies do a lot of teambuilding exercises, have corporate meetings, and host events to market themselves," said Chu.

Health-conscious consumers drove another important shift as FAHRENHEIT's menu evolved from hors d'oeuvres and tapas to fresh farm-to-table cuisine. "We were one of the first in the South Bay to take that and run with it," said Haraga. "It was a big selling point to corporate event planners, too."

Chu said FAHRENHEIT's biggest challenge was surviving the economic downturn that began in 2009. "Everything just stopped. We were down to the wire, just hanging on by a thread. It was tough figuring out if we were going to make it week to week. We fought through it and managed to stay creative and ahead of the curve."

Haraga and Chu said they will miss their customers and employees the most. "We've employed upwards of 150 people and we're glad we could provide jobs to that many people, many of them students from San Jose State University and Santa Clara University," said Haraga.

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The content in this document is presented as drafted in its original form.

“FAHRENHEIT is like an upscale Cheers bar. We have lots of regulars with tickets to the Sharks game who sit at the same tables because they’re superstitious. And a lot of the same people come here after work.”

Chu and Haraga have seen many changes in downtown San Jose during the last decade. “Ten years ago people would ask me where to eat and I couldn’t think of three places,” said Haraga. “I remember coming here in 2004 and being told that San Jose would change, and it has changed,” said Chu. “Now there’s a 23-story condo building that used to be a flat parking lot.”

Chu said residents of downtown San Jose have mixed views of urban living. “Some people want peace and quiet but that’s not urban living. Downtown San Jose should have bustling restaurants and bars. That’s nightlife. Unfortunately, I’ve seen more restaurants leaving than coming.”

At the end of the month Haraga and Chu will go their separate ways. Haraga contemplates opening a smaller “more personal” venue in the Tri-Valley area in the East Bay, featuring locally-sourced craft beers, cocktails and cuisine. Chu said he plans to take a year off, having worked continuously in the restaurant industry since 1992. “I’m going to take a break, get refreshed, then probably start a new concept. Ultimately I’m an entrepreneur. That’s what I love and what I do.”

About FAHRENHEIT Restaurant & Lounge

FAHRENHEIT Restaurant & Lounge, located at 99 East San Fernando St., San Jose, offers high-quality farm to table cuisine using only the freshest produce, meats, and seafood, and support organic, small family farms whenever possible. These ingredients provide the inspiration behind an always-evolving seasonal menu. The beverage program adopts the same philosophy, featuring boutique wines and craft beer from local vineyards and breweries, and fresh craft cocktails incorporating seasonal ingredients. For more information please visit www.fahrenheitsj.com or call (408) 998-9998.