



mēdüzā  
m e d i t e r r a n i a

## Operations Plan

Meduza Miami  
1620 Drexel Ave.  
Miami Beach, Fl 33139

Final Planning Submittal: 8/24/2025

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## I. Concept Statement

At Mēdüzā, time slows as vibrant Mediterranean Traditions blend with old-world habitats. We dedicate every moment to celebrating the beauty of each meal, offering a high-energy, boundary-transcending fine dining experience that transports you to the sun-kissed coasts, azure waters, and vibrant culture of the region.

We redefine Mediterranean cuisine, honoring its rich heritage while pushing culinary innovation. Our chefs craft a menu that welcomes sharing, with dishes that tell compelling stories, merging the influences of coastal regions once traversed by Medusa with global culinary influences. From carefully curated mezze options to an extensive raw bar, surprising robata dishes, expertly executed pasta, steak, seafood, and thoughtfully crafted vegan offerings, our menu celebrates unique flavors while paying homage to the diverse Mediterranean coast.

In our re-imagined traditions, sharing a meal becomes a celebration where local and international DJs, performance artists, and live musicians come together. Our refined sanctuary evokes chic bohemian whimsy with modern sophistication, redefining the art of dining and blending the timeless with the iconic.

At Mēdüzā, we celebrate the mystique of the Mediterranean's history, inspired by the transformation and temptation depicted in Medusa's story. Our name, Mēdüzā, pays homage to the rich mythology and embodies the captivating allure that awaits our guests. Just as Medusa captivated all who encountered her, we aim to captivate your senses and transport you to a world of culinary excellence, immersive experiences, and exploration. Join us and surrender to the temptation of an extraordinary culinary journey.

## II. **Noble 33**

Noble 33 is a lifestyle hospitality group with an ever-evolving lineup of unique, social dining restaurants globally. The group leads the management and continued expansion of iconic brands Toca Madera, Casa Madera and Sparrow Italia, while also developing new concepts that will further expand the boundaries of high-energy fine-dining. Future Locations include Houston, Los Angeles and Miami. As trendsetters, we set new standards of excellence in fine dining, creating an unforgettable experience that combines Mediterranean traditions with global influences while embracing authenticity, innovation, and the spirit of high-energy fine dining. Our commitment to pushing culinary boundaries and delivering immersive dining experiences, coupled with exclusive Noble 33 memberships, enhances the sense of exclusivity, and elevates the overall guest experience. Medüza Mediterrania is the premier immersive fine dining destination for sophisticated, well-traveled individuals seeking culinary excellence.

### **III. Leadership Team**

#### **Tosh Berman**

##### ***Co-Founder and Executive Chairman***

An 18-year hospitality veteran, Tosh Berman, has developed, owned, and operated a collection of upscale restaurant venues throughout his career and serves as Co-Founder and Chairman of Noble 33. In 2015 Berman co-founded The Madera Group. Under Berman’s creative direction, The Madera Group opened Toca Madera and Tocaya Organica, two nationally acclaimed modern Mexican restaurant brands. In August 2021, Berman co-founded Noble 33, in partnership with entrepreneur Michael “Mikey” Tanha. Berman remains an active Board Member for The Madera Group, while focusing his primary efforts on serving Noble 33. By honing in on modern design, exhilarating entertainment, and a strong culinary honesty program, Berman has ensured that patrons of Noble 33 restaurants are presented with endless, wellness-driven cuisine and cocktail selections.

#### **Mikey Tanha**

##### ***Co-Founder and CEO***

Based in Las Vegas, Michael “Mikey” Tanha serves as Co-Founder and CEO of Noble 33, overseeing the international expansion and growth strategy of Noble 33’s portfolio of innovative, high-energy fine dining concepts including Toca Madera, Casa Madera, Sparrow Italia and Mēdüzā Mediterrania; all while leading a highly-experienced executive team and over 1,200 employees with his Co-Founder Tosh Berman. Mikey previously served as President of The Madera Group, where he helped oversee the growth of nearly 20 restaurants, doubled revenues during his tenure, and helped spearhead the company’s aggressive growth strategy. Prior to joining the hospitality industry in 2018, Mikey served as Partner of Boulevard Family Wealth, a private wealth management firm in Beverly Hills and as a Private Wealth Manager at Merrill Lynch. A first-generation immigrant from Iran, Mikey graduated with a bachelor’s degree in Communications Studies from UCLA in 2002, while also being a member of the Varsity Men’s Basketball Team.

**Mahdiar Karamooz**  
*Chief Financial Officer*

**Matthew Syken**  
*Chief Legal and Compliance Officer*

**Dean Tsakanikas**  
*Chief Operating Officer*

**Matt Smith**  
*Chief Marketing Officer*

## **IV. Hours of Operation**

### **Monday**

Indoor: 4pm - 2am

Rooftop: 4pm - 2am

### **Tuesday**

Indoor: 4pm - 2am

Rooftop: 4pm - 2am

### **Wednesday**

Indoor: 4pm - 2am

Rooftop: 4pm - 2am

### **Thursday**

Indoor: 4pm - 2am

Rooftop: 4pm - 2am

### **Friday**

Indoor: 4pm - 2am

Rooftop: 4pm - 2am

### **Saturday**

Indoor: 11am - 3pm (Brunch) and 4pm - 2am (Dinner)

Rooftop: 11am - 3pm (Brunch) and 4pm - 2am

### **Sunday**

Indoor: 11am - 3pm (Brunch) and 4pm - 2am (Dinner)

Rooftop: 11am - 3pm (Brunch) and 4pm - 2am

## **V. Access and Security**

Patrons of the restaurant will gain access through the main entrance along Drexel Avenue that features a vestibule to limit sound bleed into the exterior environment. Once through the entrance, the patrons will be greeted by the hostess and either be seated on the first floor or be escorted to the second floor restaurant level. If the patron is visiting the rooftop level, they will be escorted to the passenger elevator down the hallway to the rooftop, where they are greeted by another hostess. Any patrons who are over the age of 21 will have the option to wait in the bar and lounge areas on the first floor. The main entrance will have at minimum of (1) security staff to greet and escort patrons into the facility.

A secondary double door entrance at the back of the building will service high profile clientele or as a separate entrance for the rooftop members. This door will have a minimum of (1) security staff to greet and escort patrons into the facility.

Each floor will have a dedicated security guard to assist management, hosts, and service staff to ensure the safety of its members and patrons. Extra security will be scheduled as needed.

Employees will access the restaurant space through access controlled double doors leading to the back of the house at the back of the building. Security cameras will be located at all major entry and exit points. Additionally, security cameras will be throughout all floors covering the front of house, back of house, and storage areas to ensure no blind spots.

No patrons under the age of 21 will have access to alcoholic beverages. All IDs will be checked at the time of request at the bar or table by a qualified employee of Noble 33. All alcohol will be secured behind the bar or in the back of house under the supervision of a qualified staff member with no patron access. Staff alcohol awareness training will be offered and will include information on how to detect fake IDs.

## **VI. Valet Parking**

The applicant has been working with the Parking Department's exclusive Lincoln Road valet company, First Class Parking Systems, to operate a valet station off of the west side of Drexel Ave utilizing 2 street parking spaces for the operation. The valet team will park patrons' cars in the Pennsylvania lot. The valet services will be available at all times that the restaurant is operational. Due to a city constructed cul-de-dac on Drexel, operations are to be coordinated once this is completed.

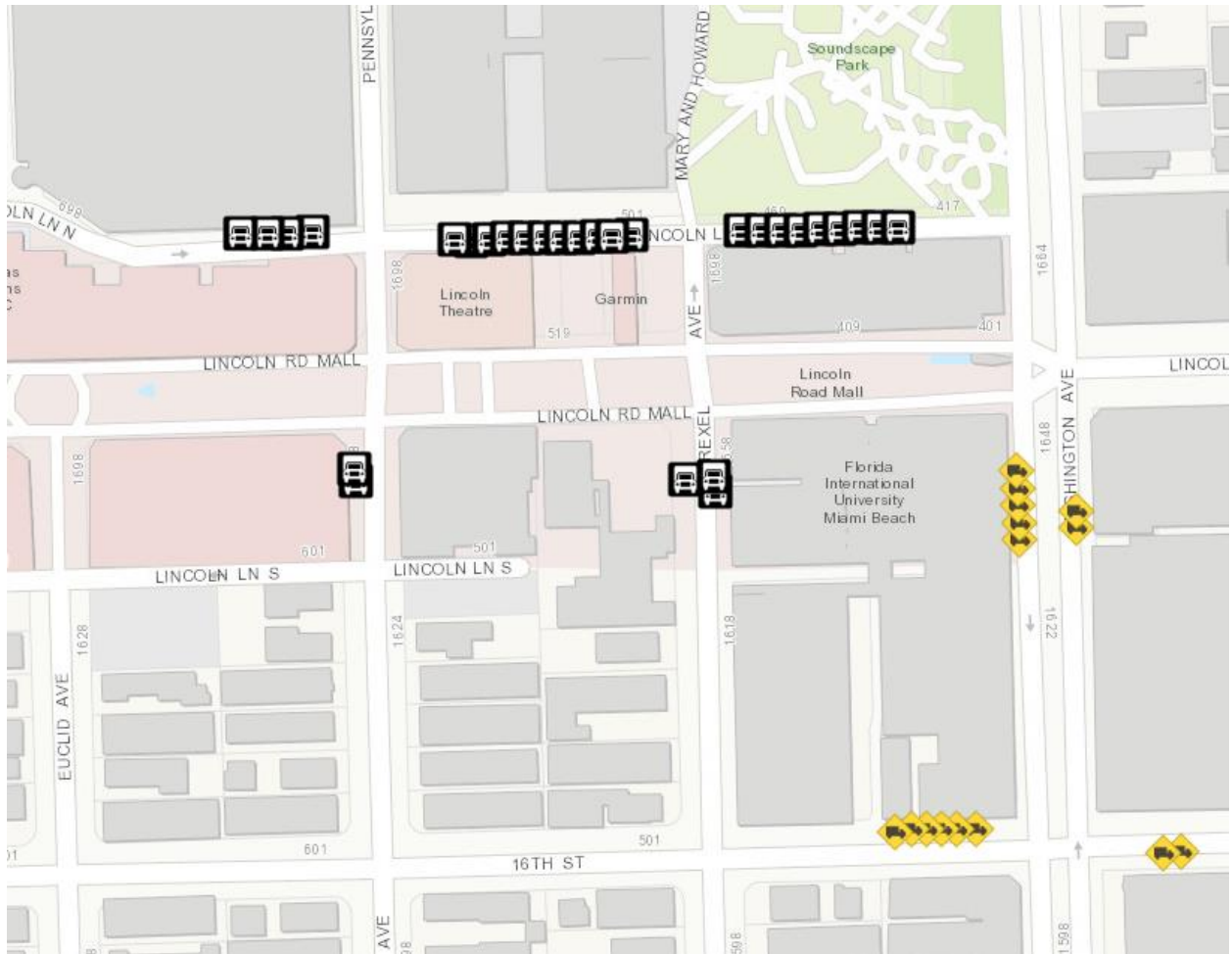
## **VII. Staffing Levels**

According to the hours of operation applied for under this Conditional Use Permit, the Applicant expects to have 60 employees staffed at any point in time.

## **VIII. Delivery and Collections**



The following procedures will be implemented to ensure minimal impact on local residences. We propose to restrict deliveries to no earlier than 9am and not after 4pm. Our restaurant get most of our deliveries between 10:00am and 11:00am, which will avoid congestion during peak hours.

When possible, delivery and collections will utilize smaller trucks (SU-30) that can turn in the cul-de-sac for convenient access. See Kimley-Horn Traffic Report - Appendix E. Commercial vehicles can utilize the multiple loading zones on Drexel Avenue and on Lincoln Lane. Larger delivery trucks will utilize the freight loading zone on 16th Street just west of Washington Avenue. Trash collections will be coordinated once the cul-de-sac is completed during the City's regularly scheduled times. See Figures 1-3, below.



**Legend**

**Commercial and Freight Loading Zone Spaces**

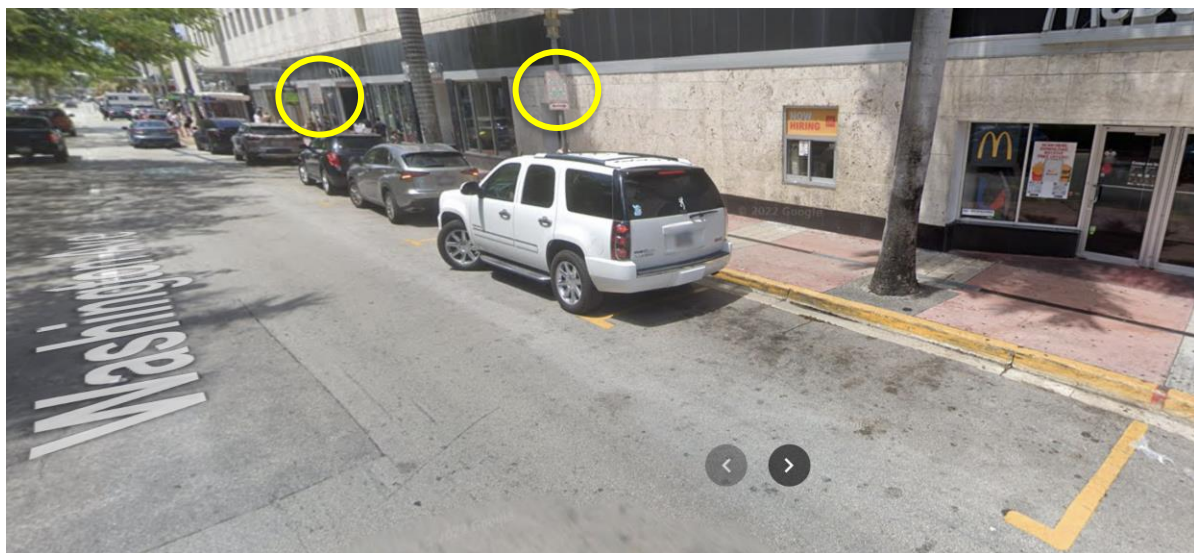
-  Freight Loading Zone
-  Commercial Loading Zone

**Figure 1, Existing City Freight and Commercial Loading Zones**



**Figure 2, City Freight Loading Zones on Washington Avenue**

The City Freight Loading Area on the west side of Washington Avenue is approximately 100' in length and facilitates larger semi-trucks (WB-62/67). The Freight and Commercial Loading Zones GIS tool indicates there are 5 (five) separate freight loading zones.



**Figure 3, Signage – City Freight Loading Zones on Washington Avenue**

## IX. Menu

### RAW BAR

#### bluefin & caviar\*

*truffle ponzu, white sesame*

#### half shell oysters\*

*diced minced olive & shallots, cilantro, lime, chili infused olive oil*

#### torre de mare

*seafood tower\**

*cocktail sauce, meduza mignonette, horseradish, Marie Rose*

Oysters

U-10 shrimp

2# Lobster

Seafood cocktail

Cocktail

Lemon

Lime

Seafood salad

#### hamachi\*

*Lemon, Caper, Tomato, Celery leaves, green onion, EVOO*

#### wagyu carpaccio\*

*black truffle, kalamata olive, pistachio, capers, fine herbs*

#### caviar service\*

*crème fraîche, shallots, capers, chives, egg, blinis*

### MEZZE

*roasted garlic hummus*

*whipped smoked aubergine*

*shisho tzatziki*

*oil cured olives vg*

*tabbouleh vg*

*Israeli chopped vg*

*pickled vegetables vg*

*dolmas vg*

## THE GARDEN

### **shaved baby artichoke v**

*parmigiano reggiano, EVOO, aged balsamic, basil*

### **fattoush v**

*little gem, red onion, cucumber, tomato, radish, za'atar, toasted lebanese flatbread*

### **fine chopped kale v**

*roasted garlic, lemon, EVOO, sea salt, cracked pepper, pecorino*

### **Greek Salad v**

*cucumber, tomato, red onion, parsley, lemon, red pepper, feta, oregano vinaigrette*

## ROBATA

### **wagyu kafta**

*Tzatziki, Calabrian chili, Micro mint*

### **lamb chops**

*chimichurri*

### **tsukune**

*chicken meatball, ginger scallion, tare*

### **spiced prawns**

*garlic, calabrian chili, parsley, EVOO, sea salt, cracked pepper*

### **butterfish**

*honey, miso, chives*

### **seasonal vegetables vg**

*soy-sake glaze, chives*

## THE FIELDS

### **pesto v**

Fusilli, whipped ricotta, EVOO, pecorino, pine nuts

### **lobster arrabbiata**

spaghetti, *garlic, tomato, calabrian chili, basil*

### **black truffle cacio e pepe v**

chitarra *black pepper, parmesan*

## THE SEA

### **grilled branzino**

*charred lemon, EVOO, fine herbs*

### **dover sole**

*caper brown butter sauce, chili, charred lemon*

### **roasted lobster**

*red yuzu kosho-vierge, charred lemon, garlic butter*

### **pistachio crusted salmon**

corn purée, smoked chili oil

## THE FARM & LAND

### **petit filet**

6oz., truffle butter, pomme purée, chives

### **prime porterhouse**

40oz., *Garlic Butter, Smoked Sea Salt*

### **ribeye top cap**

8oz. *red wine jus, garlic confit*

### **Chicken Milanese**

*Panko, arugula, tomato, balsamic, shaved parmesan, lemon vinaigrette*

**eggplant rollatini v**

*garlic stewed tomatoes, panko-parmesan, basil, ricotta, charred leek pesto*

**falafel vg**

*chickpea, hummus, tabbouleh, israeli salad*

## FOR THE TABLE

**crispy brussels sprouts v**

*honey-soy balsamic glaze, toasted almonds*

**baby spinach vg**

*roasted garlic, EVOO, lemon*

**batata harra v**

*parsley, garlic, EVOO, calabrian chili*

**pomme purée v**

*échiré, chives*

+ *Black truffle*

**market vegetables vg**

## **X. Entertainment**

The applicant is seeking to add “entertainment” in the form of a DJ on the ground floor to play music to patrons dining on the first two indoor floors and the rooftop while dining. The “entertainment” will also feature live violinists and dancers during certain moments throughout the night. Both the DJ equipment and amplified violinists will be hooked up to the house sound system and the volume will only be controlled by restaurant management. Both the DJ and live violinists will not interfere with normal conversation. There will be no live entertainment on the roof and the speakers will play ambient recorded background music.