PRESS KIT

1953 INDIA STREET
San Diego, CA 92101
(619) 501-5505

HOURS

MONDAY - FRIDAY 5pm - 12am
SATURDAY - SUNDAY 12pm - 12am
www.cloakandpetal.com
cloakandpetal CloakAndPetal

FAQ / FACT SHEET

OPENING DATE: December 2017
SQ. FOOTAGE: 7,500 sq. ft.
MAX CAPACITY: 340
PATIO SPACE: No

ABOUT CLOAK & PETAL

Journey into a place of both intimacy and companionship at Cloak & Petal. Namely indicative of the restaurant's aesthetic, "cloak" implies secrecy, inspiring a social sphere humming beneath the levels of ordinary life. "Petal" alludes to the Japanese tradition of "hanami," when family and friends gather under blooming cherry blossoms to savor food, drinks and fellowship.

Enter a space and travel underground to décor reminiscent of an abandoned Tokyo subway, a stratum of society all its own, an artist's dream. Cross the threshold into a mystically transformed Japanese dining lounge which appears to be an outdoor seating area, similar to a waiting platform. Sit beneath a trellis of draping vines and teardrop lights in the intimate space that's been thoughtfully curated, and feast on authentic Japanese sushi, appetizers, small plates and drinks with family and friends.

Travel deeper into secrecy through the passage of gates, and discover the formal dining space, and Japanese whiskey and sake bar. Glazed brick and subway tiles, graffiti art and Japanese subway etiquette posters transport you to an underworld reminiscent of a place once forgotten, for an experience you're sure to remember.

Journey down to Cloak + Petal... and come unwind your soul.

PARTNERS

CESAR VALLIN

San Diego native and seasoned expert in the restaurant realm, Cesar Vallin, has earned his stripes through his years spent working front of house positions at multiple San Diego-based Verant Group establishments. He deems that his time with Verant Group has undoubtedly developed his longstanding passion and aptitude for the industry, yielding a trove of knowledge and expertise to pull from in his latest Cloak & Petal venture.

ISAMU (SAM) MORIKIZONO

Born and raised in Amagasaki, Japan before making his way to Illinois and eventually to San Diego in 1995, Isamu Morikizono is whole-heartedly invested in the success of his culinary ventures, including his first endeavor, Tajima, which has now grown to encompass seven locations. With the success of Tajima under his belt, Morikizono has now partnered with Vallin to yield yet another Japanese hotspot brimming with creative zeal, Cloak & Petal.

MEDIA CONTACT
Jessica Bradford, Media Relations Manager
Alternative Strategies
jessica@altstrategies.com