

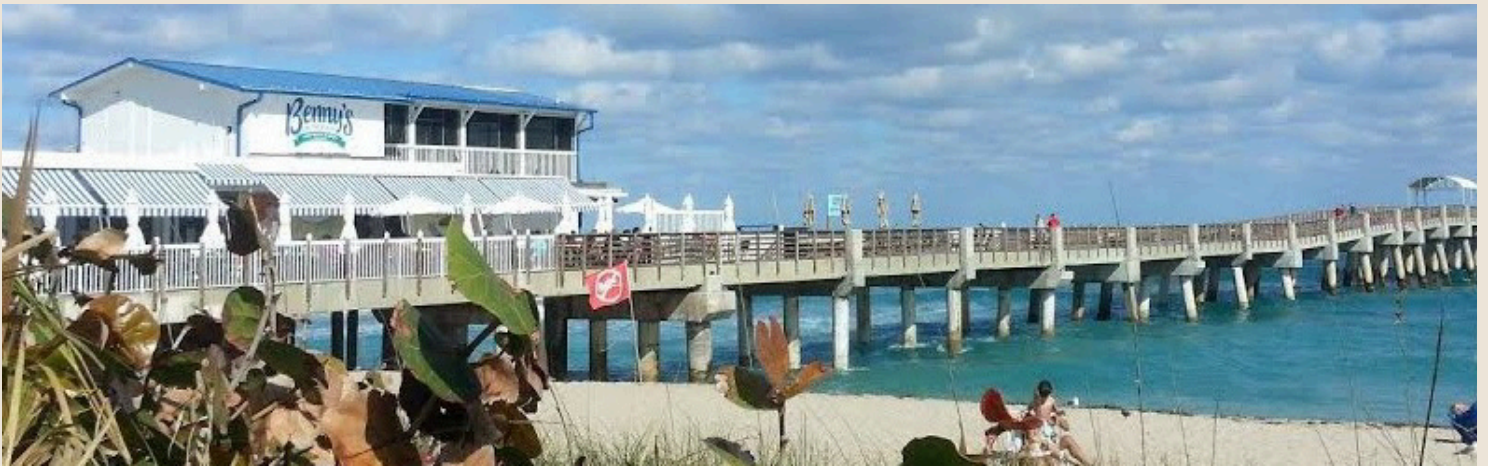
Benny's

ON THE BEACH
LAKE WORTH, FLORIDA
SINCE 1986

AN INSIDE LOOK: THE DYNAMIC PARTNERSHIP OF BENNY'S ON THE BEACH A COMPELLING STORY OF THE POPULAR & SUCCESSFUL RESTAURANT

"Character and excellent food are what make Benny's remarkable."
Chef Jeremy Hanlon

Michell Diaz // Glo Creative // Lake Worth, FL



Thursday, May 14, 2015 - Benny's on the Beach was founded in 1986 and for nearly 30 years it has become a popular local surfside dining landmark on the Lake Worth pier with the most splendid views of the ocean. Owners Lee Lipton, Max Lipton, and Jeremy Hanlon envisioned a phenomenal restaurant offering incredible food and service to everyone who sets foot on the pier.

All that transpires from the owners comes from interesting backgrounds. Hanlon was once a Wall Street financier but decided to follow his passion in the culinary virtuosities. Hanlon went on to train under renowned chefs Charlie Trotter and Daniel Boulud while traveling around the world working at 3 star Michelin restaurants. His creations have been featured on Food Network multiple times, as well as A&E, Lifetime, and HGTV. Lee Lipton was previously a successful divisional owner and businessman of Calvin Klein. This career has broadened many opportunities for Lee and his son Max, a graduate of Tulane University in 2012. He has traveled the country and the world sampling a wide range of cuisines and brings a high level of passion for food and the restaurant industry. By combining their diligent work ethics, experienced palates, and imagination, the father & son duo with Hanlon did extraordinary work at Benny's. Their tactics are effectively prevalent: a professional team, creative marketing, and of course, the food has to be the best.





Dining on the pier, one will find all walks of life while relaxing and having a good time. Look around the restaurant and find awesome Lichtenstein-style pop art designs that are unique and eye-catching. No other restaurant in Lake Worth has showcased such innovative ideas that were conceptualized to bring a fun and friendly atmosphere. Yonder, the beach is crawling with locals and their colorful umbrellas, spritzing sunblock, and enjoying the water. These beach goers love to put on their sandals and set off to have drinks and lunch just a few steps away.

The crowd-favorite eatery offers a variety of appetizing American and seafood cuisine, all fresh and made to order. Benny's offers a fun and innovative menu for all to enjoy. Green eggs and ham for breakfast? Got it. Melt-in-your-mouth savory brisket burger? Got it. How about ice-cream enthusiasts loving the one-of-a-kind "The Elvis" Beach Bread for dessert? Got that too. Chef Hanlon focuses on a casual "beachside dining" approach to the great tasting food with quality ingredients.

The menu is always evolving, because Hanlon wants to incorporate his culinary creations coupled with improved quality of the longtime classic menu items. A unique and original list is created so that there is something for everyone of all palates to smolder themselves in "Om-Nom" satisfaction. What is special about the menu is that there are fresh seasonal selections and creative concoctions that fulfill each guest's vacation mindset.

Specials are a daily occurrence here. Hanlon invented the Beach Bread, which is indubitably loved by all those who try it, as well as the exciting Seafood Bake. The Seafood Bake is currently offered on Thursdays, but due to its increasing popularity, Benny's will offer the Seafood Bake on Fridays within the next month as well.

Customers count down the moment they get their table to their first round of the Seafood Bake. It is worth it not only because of the almighty food, but because Benny's has amazing and friendly service. The team members are always attentive and make sure that their guests are more than happy. They like to express their recommendations and what is complementary to the meals.





Any customer would appreciate what drink and side would go perfectly with their main meal. Lee, Max, and Jeremy are personable owners and enjoy talking with guests, while bringing camaraderie to their team, and attempting and overriding creative business approach that brings a life to Benny's that have customers wanting to come back for a new experience each visit.

So why is Benny's on the Beach amazing? Because guests know they are getting the real deal, and of course, the generous portions are nothing to sneeze at. Customers enjoy every moment and every morsel. With so much garnered attention, Benny's on the Beach decided to create a Facebook page to submit photos, posts, and comments that receive outstanding support in the form of hundreds of "likes" and "shares" ultimately creating a huge following of Benny's Beach Fans. Benny's also sells paraphernalia – mugs, cups, t-shirts, and tank tops; all on high demand allowing customers to bring home a fond memory.

Chef Jeremy Hanlon recently participated in West Palm Beach's Taste of the Nation Event and needless to say, samples of his creation the "Beach Bread" sandwich were flying from the booth. Everyone who stopped by for a sample, were curious to know about Hanlon's creation and ask questions on Benny's contributions to charity groups. Benny's on the Beach is big on charity, helping with multiple organizations such as Make-A-Wish, The Red Cross, No Kid Hungry, and Little Smiles.

Drinking a "cool one" or a favorite Benny's cocktail and savoring any of their menu selections on the pier with an ocean breeze is an experience that one will want to do every week with family and friends. This landmark gem offers more than just an ordinary eatery—it is a true culinary innovative and charming business. Ever since new ownership took over the restaurant, the world has become Benny's oyster.



FOR MORE INFORMATION, PLEASE FEEL FREE TO CONTACT BENNY'S ON THE BEACH:

WEBSITE: bennysonthebeach.com

PHONE: (561) 582 – 9001

EMAIL: info@bennysonthebeach.com

ADDRESS: 10 South Ocean Blvd, Lake Worth, FL, 33460

HOURS: Monday-Wednesday from 7am-5pm
Thursday-Sunday from 7am-9pm



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