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Everett Fromm Named Executive Chef Of Naples' 7th Avenue Social

NAPLES (October 15, 2019) -- If you're a dedicated diner and foodie in Naples, Fla., you've been privy to the prodigious talents of Chef Everett Fromm, who's now helming the transformation of downtown Naples' 7th Avenue Social from a clubby late-night entertainment venue to a chef-led dining destination under the new ownership of celebrated local restaurateurs Jerry Alajajian and Dayle Westover.

This trio's history boasts a knack for operating restaurants where there's always a wait. Most recently, Fromm was executive chef at the original Island Gypsy on Isles of Capri, owned by Alajajian. Earlier, the two were behind the success of the first-ever Tommy Bahama restaurant on Third Street South in Old Naples, which Alajajian managed with Fromm in the kitchen. The chef's dual expertise in cooking and training young chefs was tapped for the eatery's national expansion, taking Fromm from Naples to open Tommy Bahamas in other markets, including Woodlands, Texas.

"Throughout my years working with Jerry, he's given me both creative freedom and reign to purchase the best — from produce and proteins to ultra-premium pantry staples — all noticeably enhancing the flavor of each dish," he shares.

Fromm's Fall-Winter menu at 7th Avenue Social marks his official debut and showcases nuanced Floridian coastal cuisine, flavorfully fusing the freshest seasonal ingredients with his talent. "I don't necessarily care where an ingredient is from: it's about top quality and freshness throughout the year. I start with the best and let each shine from the plate to the palate," shares Fromm, adding, "I prefer to let my food do the talking."

The proof is in each savory bite of the namesake *Social Salad* with dried grape tomato, red onion, Euro cucumber, shaved Parmesan Reggiano, garlic croutons and sherry vinaigrette or a small plate of succulent *Berkshire Pork Belly* accented with cream soda glaze, caramelized onion purée, spicy potato sticks, and charred scallion. Both serve as a tantalizing tease to entrées such as *Yellow Edge Grouper* served with leek, asparagus, jumbo lump crab ragout, and foie gras fondue.

Fromm's 20-plus year culinary career kicked-off at age 14. By 17, his natural talent earned him an executive chef position at Taylor's, a pub in Midlothian, VA. Since moving to Naples with his family in 1999, his culinary pedigree reveals two decades of cooking at several of the town's most loved restaurants past and present including the Turtle Club, Aqua, Annabelle's, Bin 58, and Lurcat. A

recent professional “seafood sabbatical” in Hawaii amped his already keen product knowledge in how fish markets and auctions work.

In Fromm’s hands, 7th Avenue Social’s emphasis on sustainably sourced fresh ingredients and handcrafted cocktails amid a convivial atmosphere ensure a memorable evening.

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