



## **Eataly's New Rooftop Will Bring You to the Italian Riviera**

M. T. (April 28, 2016)



Think: cabanas, beach umbrellas and delicious coastal food and summer cocktails! Summer is coming to New York early with the launch of SABBIA, an Italian seaside restaurant on the roof. Hosted by La Birreria, the pop-up will feature the best coastal food and drink under the sun.

“We want to tell you a story. One with the carefree vibe of vacationing on the Italian Riviera. We start in Rimini and Riccione, then travel up and down Italy’s beautiful coasts. Amalfi. Cinque Terre. Porto Ercole. Cilento. And we do it Eataly-style, bringing a fresh summery Italian vibe to our rooftop.”

With those picturesque words, [Nicola Farinetti](#) [2], CEO of [Eataly](#) [3] USA, describes his latest project to open on Fifth Avenue. After the success of Baita (Italian for “Lodge”) this winter, the Eataly team



is now replicating the Italian coast—north and south—with Sabbia (or Sand), built to resemble the beaches of the BelPaese.

Hang out in one of its many “cabanas” and enjoy a carefully crafted menu showcasing piadine from the Romagna region and delicious appetizers like fish skewers and fresh fruit.

The wine list is extensive, as is their list of colorful, summery cocktails, perfect for a day at the beach. Or on top of 5th Avenue. Bubbles abound too. Not just prosecco but high quality Italian sparkling wines like [Ferrari](#) [4]. The whole affair has a playful, ironic feel. As Farinetti says, “It’s something we’re doing for ourselves, to tap into the creativity of our young team, which enjoys constructing, inventing, creating things.”.

With [Executive Chef Fitz Tallon](#) [5] at the helm, the menu will feature delicious, easy-to-eat coastal fare that celebrate both land and sea, including Gamberetti alla Bagnara (seared shrimp with bagnara sauce); Penne allo Scoglio (Afeltra penne with squid, shrimp, Manila clams, and white wine); Bombette (grilled steak stuffed with Caciocavallo); and Pesce Spada allo Beccafico (grilled swordfish with breadcrumbs, garlic, onions, Parmigiano Reggiano, currants, green olives, parsley, and lemon).

We will also be partnering with [Island Creek Oysters](#) [6], a sustainable oyster farm anchored in Duxbury Bay, Mass., for an amazing oyster bar set up on the deck of SABBIA, where the oyster-shucking action in their signature ice-filled boat will heighten the coastal theme of the space.

The full drink menu will feature a sea-worthy selection of 12 specialty cocktails and non-alcoholic refreshments, as well as an extensive selection of over more than 50 beers and wines. Signature drinks include the Hoppy Hour, made with Absolute Citron Vodka, fresh carrot juice, ginger honey, and lemon; the Limone-Jito, made with Kraken Spiced Rum, Meletti Limoncello, passion fruit puree, lime, and mint; and the Pesca Fresca, made with peach puree, rosemary, lemon, and sparkling water.

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[2] [https://www.eataly.com/us\\_en/magazine/eataly-stories/nicola-most-creative-people/](https://www.eataly.com/us_en/magazine/eataly-stories/nicola-most-creative-people/)

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[6] <http://www.islandcreekoysters.com/>