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Everybody's Business

Brazilian flavors to be on tables at Boizao

By Michael Canning
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Boizao Steakhouse's concept and attendant style could fit nicely at International Plaza's Bay Street, but the new restaurant will make a go of it across the street at 4606 W Boy Scout Blvd.

Tampa's internationally staffed Rojo Architecture would seem a logical choice to render Boizao's design. And the firm's contemporary twist on Brazilian influences will manifest in everything from the fire pit to the steel tree centerpiece to the wall finishes.

But the menu will ultimately decide if Boizao survives in a relatively new plaza where a clutch of restaurants and businesses have lived short lives in the shadow of the powerhouse mall. And this in a neighborhood that's carved up by two other established purveyors of big bucks steak, Charley's and Ruth's Chris.

Boizao's different tack will come in handy. The restaurant serves 14 cuts of beef, lamb, pork, chicken and sausage grilled over charcoal and carved tableside by Brazilian gaucho chefs. Picanha, a rump steak that's virtually the national cut of Brazil, is on the menu. A salad and appetizer bar will have an array of fresh vegetables, cheeses and traditional Brazilian side dishes. Crme de papaya, caipirinhas and Guranana, Brazilian exports that rank with samba, will also be offered.

Mary Lou Janson, spokeswoman for Boizao's owners based in Sao Paulo, Brazil, said the opening is tentatively set for the first week of March. Lunch entrees will range from \$13 to \$19; dinner entrees will average \$38.90. Lunch hours will be 11 a.m. to 2:30 p.m. Monday through Friday, dinner 5 to 10 p.m. Sunday through Thursday and 5 to 11 p.m. Friday and Saturday.

Janson said the owners hope to franchise Boizao Steakhouse.

Plato in South Tampa

Maybe you'd expect to find robes and gowns inside Plato's closet. But in the consignment shop by that name, you'll find American Eagle, Forever 21, Aeropostale, Hollister, Bebe and Abercrombie.

Plato's Closet, the Minneapolis-based teen consignment chain, opened its first South Tampa location Feb. 6 at 4023 W Kennedy Blvd. Franchise co-owner Rene Tirado said he's still just buying stock, but plans to start selling March 15. "We pay on the spot," he said, for name brand clothes in good condition. Plato's generally pays 30 to 40 percent of the resale price.

The stock is generally casual and targeted for males and females, ages 14 to 24, although Tirado said that about 85 percent of clientele is female. "Guys tend to hold on to things longer," he said. "Girls wear things a few times and then move on."

Tirado also owns Plato's Closet locations in Carrollwood, Brandon and Lakeland with business

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partner Jim Weaver. But Tirado has wanted a South Tampa location since opening his first location in Carrollwood in 2002. "We noticed that a lot of people that lived south of the stadium wouldn't come up there."

Store hours are 10 a.m. to 8 p.m. Monday through Friday, 10 a.m. to 6 p.m. Saturday and noon to 5 p.m. Sunday

Plato's Closet now numbers more than 170 locations throughout the country and is part of the Winmark Corp., which also has Play It Again Sports and Once Upon a Child chains in its stable.

A trio of lovely faces

There's no signage yet, but the lush new marble and travertine facade on the building at 2905 W Kennedy Blvd. is a clue.

A similarly posh makeover was rendered two years ago on the facades of Shiraz Oriental Rug Gallery, 3105 W Bay to Bay Blvd., and the building next door that previously housed Neta Winders Antiques.

Sure enough, all three buildings are owned by Shiraz co-owners Majdi and Alaedin Falasiri. But only one, the enduring rug store, is occupied. Shiraz manager Baubak Falasiri said the Kennedy building, previously home to Mylee Tool Supply, is still undergoing renovations.

Baubak said his uncles Majdi and Alaedin haven't decided what they'll use the building for, but it will likely be another rug gallery, or perhaps an antique or home furnishing store. As for the other attractive but unused building at 3109 W Bay to Bay, Baubak said it should be rented out soon as well.

Do you know something that should be everybody's business? Call 226-3394, or e-mail mikecanning@hotmail.com.

The find

Knobstopper wine corks

Glass doorknobs, cue balls and water faucets find new purpose atop Knobstopper wine corks from Baker & Co. General Store at 2502 N Howard Ave. The wine stoppers cost \$20 and up, and you'll find them amid the vintage knickknacks, nostalgic baby gifts and old-fashioned collectibles at this fun shop. Don't miss the apothecary and Victorian parlor. Call 250-1565.

Amy Scherzer

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