

Atlanta Midtown Restaurants Marketing Science 2005

- Einstein's (New American) 1077 Juniper Street 404/876-7925 \$19**
This New American "mainstay" "will always be the place for outdoor dining" in Midtown thanks to a "huge", tree-shaded patio, the "place to be seen" amid "lots of local color" and a "boy-meets-boy" "scene"; a "good brunch" with "huge entrees" and a "wonderful Bloody Mary bar" highlights the "eclectic" menu and "cute waiters are a plus", but naysayers knock the "lackluster" fare and service that's "barely there"
- Eno (Mediterranean) 800 Peachtree Street 404/685-3191 \$37**
Midtown "metrosexuals", "pre-theater" diners and oenophiles flock to this "high-end neighborhood favorite" for "sophisticated" Mediterranean cuisine with a Western European reach, including "wonderful" "small plates" at the "sexy bar", all fortified by "superb" wines from a "vast cellar"; the "faboo" owner and his staff provide "excellent service" in the "sultry dining room" and on the "elegant terrace" overlooking the area's "super-trendy boutiques"; with prices that are "not for the faint of wallet", though, a few "wish the food was spectacular" instead of "just good."
- Front Page News (New Orleans) 1104 Crescent Avenue 404/897-3500 \$19**
A gleaming, old fashioned wooden bar and walls strewn with important news clips overlook a "fabulous" New Orleans – style patio complete with a great fountain", outdoor bar and fireplace at this Midtown retreat; the menu puts a Cajun-Creole twist on "typical" pub grub and live bands add to the "fun."
- Fuego Café & Tapas Bar (Tapas) 1136 Crescent Avenue 404/389-0660 \$20**
This Latin specialist is an "excellent find" in Midtown for a "creative selection" of Spanish tapas, "great" Cuban fare and "interesting takes on American favorites", as well as "one of the best sangrias in town"; the sultry digs include a patio overlooking the skyline, making it an "excellent place for a date."
- MF Sushibar (Japanese) 265 Ponce de Leon Avenue 404/815-8844 \$35**
"In a world of McSushi", "this is the real deal" swear "completely addicted" "slaves" of this "unsurpassed" Midtown Japanese that's "raised the bar" for sushi savants with "amazing" raw fin fare "so fresh it gives you a buzz"; the "wicked cool", "minimalist" decor "matches" the "cosmopolitan" crowd, and while cold fish carp about "appalling prices" and "too much attitude", a sea of supporters are "saving up their cash", since it's "worth every penny" (the "free valet parking" helps).
- MidCity Cuisine (New American) 1545 Peachtree Street 404/888-8700 \$32**
Boosters of this "cool new" Midtown spot "love every bite" of chef-owner Shaun Doty's "exquisite" New American brasserie fare, made from the "highest quality ingredients" and paired with "very creative wine service" from a "top-notch sommelier"; a "trendy" crowd fills the "understated" space, and while the staff may have gotten off to a "rough start", it's still a "welcome addition" to a "strange location."
- South City Kitchen (New Southern) 1144 Crescent Avenue 404/873-7358 \$34**
"You don't even have to like Southern cooking" to appreciate the "unconventional" "taste of the New South" at this "excellent" Midtown "staple" from the Fifth Group (Sala, La Tavola, Food Studio) where "inventive, flavor-packed offerings" are "suitable for royalty"; the staff is "pleasant" and "knowledgeable", and there's an "energetic" "let-your-hair-down atmosphere" in the "sleek", "ultra-modern" renovated "old house", but the downstairs room can get "irritatingly loud", so many insiders "try to get a table upstairs."
- Spice (New American) 793 Juniper Street 404/875-4242 \$37**
Add a little spice to your life" with a taste of "amazing everything" at this "cool, hip" Midtown New American housed in a "stylish renovated building" with a "divine view of the skyline", where "Atlanta culinary icon" Paul Albrecht "has added his golden touch" to a "reenergized" menu; there's a "highly social bar" with a "sexy vibe" and the service is "smooth", but cynics complain the "diverse, delightful" fare can get "lost in a haze" of "attitude" and a "cheesy" "40+ singles" scene.
- Tamarind (Thai) 80 14th Street – 404/873-4888 \$29**
Year after year", this "upscale", "dependable treat" in Midtown has "maintained its reputation" as the "best Thai in town", serving "simply superb", "perfectly prepared and presented" "food for the gods"; it's run by a "husband-and-wife team" who lend a "personal touch" to the "exotic", "uplifting setting", with help from a "friendly", "gracious" staff, and though it's "expensive" and the "parking's difficult", devotees agree it's "worth it"; P.S. it has a new sibling, Nan, located "just a few blocks north" in Midtown.

Veni Vidi Vici (Italian) 41 14th Street 404/875-8424

\$38

Impress out-of-town guests, clients or your "wife" with an "elegant" "dress-up" experience at this Midtown Italian, a "relative old-timer" from the "venerable Buckhead Life Group", where chef Jamie Adams is back turning out "fabulous" fare "full of flavor" in a "cavernous", "chic" space full of "wonderful smells" and a "sense of electricity"; the service is "professional" but some are put off by an "uppity" staff, and contrarians contend that for all its "glitzy" "style", it "never hits the high notes."

Vickery's (American) 1106 Crescent Avenue 404/881-1106

\$21

It seems like this "relaxed Midtown" "standby" has "been around for a million years" (20, in fact), but it's "still a reliable" stop for "solid" American-Caribbean cuisine and "prompt, cordial service" in a "comfortable", "quaint setting"; the "cute old house" is dominated by a "wonderful patio" that makes you "appreciate the Atlanta lifestyle."

Vinocity (New American) 36 13th Street 404/870-8886

\$33

Oenophiles toast this "delectable" "fave" in a "great old house in Midtown" for its "excellent wine program" and "fabulous" choices "by the glass", and the "creative menu" of "sumptuous" New American cuisine is "pretty good, too"; the staff is "knowledgeable" and "super friendly", and the "colorful" upstairs dining room is anchored by a "funky downstairs bar"; P.S. the "easiest parking in the area" makes it "good for pre-theater."

Zocalo (Mexican) 187 10th Street 404/249-7576

\$21

A "great departure from the cookie-cutter Mexicans", this "high-end" Midtown "cantina" is "no Tex-Mex place", but a "showcase" for "authentic", "bold and unusual" south-of-the-border cuisine at "reasonable prices"; a "relaxing", "open-air" setting "transports you to a dusty town square in Mexico", while the "great variety of tequilas" and "unstoppable margaritas" make it a "favorite" "for apps and drinks after a hectic 9-to-5."