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Much-anticipated Bar Tulia Mercato celebrates grand opening Wednesday, April 21

Naples, Fla. (April 5) – Chef Vincenzo Betulia has announced that Bar Tulia Mercato will open Wednesday, April 21, starting with lunch at 11:30 a.m. The much-anticipated restaurant and bar are modeled after Chef Vincenzo’s acclaimed Bar Tulia on 5th Avenue South with its signature European farmhouse design, an indoor-outdoor vibe with street side dining for 75 guests, innovative Mediterranean-inspired menu, new and classic libations, and double the indoor space of its namesake.

Bar Tulia Mercato’s opening continues the expansion of Chef Vincenzo’s culinary footprint in Naples. It brings 100-plus new jobs to the area and a locally owned and operated restaurant to Mercato’s vibrant uptown dining, shopping and entertainment mecca.

“Bar Tulia adds a world-class food and craft cocktail destination to Mercato,” said Mercato’s general manager, Michael McLean. “Bar Tulia will deliver a memorable and entertaining experience for Mercato visitors for years to come.”

Chef Vincenzo’s fourth restaurant under the umbrella of Campagna Hospitality Group, Bar Tulia Mercato joins The French, Osteria Tulia, and the original Bar Tulia, all on 5th Avenue South.

Chef Vincenzo has also announced Kayla Pfeiffer as executive chef of Bar Tulia Mercato. Pfeiffer, a graduate of the Culinary Institute of America, formerly served as executive chef of The French. “Kayla’s creative energy, talent and passion make her the ideal chef to express our new Mediterranean-inspired vision,” said Chef Vincenzo.

Diners will feel welcomed by the familiar ambiance, similar to that of the original Bar Tulia. Antique brick walls, heart pine flooring and rustic barn doors are accented by touches of an industrial edge with sputnik chandeliers and industrial pipe sconces, according to designer Debra Yelner of Naples-based DLY Design.

The Menu

Chef Vincenzo describes the menu as a hybrid of The French, Osteria Tulia and Bar Tulia, with distinct Southern Mediterranean influences. “You will see inspirations from Spain, Morocco, southern France, Sardinia and Sicily, as well as from the French island of Corsica,” he says.

The menu combines Bar Tulia classics with new dishes such as Red Snapper Ceviche, Lamb Carpaccio and Japanese Hamachi from the raw bar; Fried Deviled Eggs; Gumpa Chop Salad; meatballs over polenta; House Made Ricotta and Spinach Ravioli; Spanish Octopus Bruschetta, and Grilled NY Strip Steak Frites.

The Bar Tulia classics on the menu include Bucket O’ Fried Chicken, Modena Pizza and Garganelli with Lamb Neck Sugo.

A culinary and architectural highlight, the new wood-burning, hand-tiled pizza oven, was specially built in Italy for the restaurant. Pizzas are created using imported Caputo “00” pizza flour, with a cooking process akin to Roman style pizzas, which gives them more texture, according to the chef’s taste. Six pizzas on the menu

include Tulia classics such as the Lieutenant Dan with shrimp and pepperoni (a play on surf and turf) and Spec on Through to the Other Side with speck, olivada and mozzarella.

New pizzas include Little Baby Cheesus with fontina, mozzarella, taleggio and Umbrian black truffles, and Garden & The Goat, with zucchini, sundried tomato, eggplant, caramelized onions, and goat cheese.

The menu's four sections allow for festive dining with shareable small plates and appetizers, and main dishes available as either starters, shared entrees or larger entrees.

As in all Campagna Hospitality Group restaurants, the kitchen prepares dishes from scratch with the finest local ingredients and others imported from France, Spain and Italy.

The Beverage Program

Campagna's creative director, Stanley Worrell, will oversee the cocktail program at Bar Tulia Mercato. Worrell, who joined Campagna upon the opening of Bar Tulia in 2014, collaborates with his team on signature creations with a menu that balances sours, classics, old fashioned, high balls, and flips (egg-based), as well as tiki cocktails which, Worrell says, "break all the rules" with their rum base and island fruits and spices.

Worrell, who developed his palate while working in the kitchen, has created a craft cocktail menu with 12 classic and new drinks.

Among the new cocktails are the Tangerine Painkiller, a concoction of coconut, tangerine, pineapple, rum, and nutmeg, and Big Trouble-Little Italy, a Jamaican-style Manhattan with rye whiskey, Cynar (artichoke Amari) and grapefruit peel.

Bar Tulia favorites on the menu include Basil Advice with lemon, grapefruit, aperol (an Italian aperitif), and basil; Stanchez with peach habanero, tequila, Montenegro, and a touch of yellow chartreuse made by French monks, and the Basilica, with bourbon or rye, aperol and vermouth.

In addition to cocktails on the menu, Worrell and his team have "back pocket cocktails" that they create on-the-spot according to guests' desired flavor profiles.

While Bar Tulia Mercato will continue a craft cocktail-centric tradition, Chef Vincenzo notes that the wine list at the North Naples location will feature wines from his close winemaker friendships in Europe and America, with selections from newly cultivated friends as well.

He curated the entire wine list, which is dominated by small-production boutique wineries such as Ferzo, Argiolas, Botromagno, Carta Bianca, and Damilano, as well as Nicholson Jones and Domaine Serene from Naples-based winemakers.

Hours and Location

Bar Tulia Mercato will be open daily 11:30 a.m. to midnight.

Bar Tulia Mercato is located at 9118 Strada Place. Call (239) 438-1031. Visit BarTulia.com.