



# Sweet Auburn Seafood Restaurant and Lounge Owner Brings Upscale Events to The Historic Sweet Auburn District

Sweet Auburn Seafood Restaurant and Lounge owner Paul G. Williams, a well-known, respected, and established Atlanta businessman, knew exactly what he wanted his next venture to be when he decided to 'do business with a purpose'. Williams humbly shares that he's done business on many sides of town throughout Atlanta and the location of Sweet Auburn Seafood and Lounge was intentional.

"Although my roots extend back to Pine Bluff, Arkansas, the history making and epical roots of Auburn Avenue were concurrently instilled in me as a child" Williams states. After moving to Atlanta, Williams recalled always keeping in mind 'the richest Negro street in the world'.



Auburn Avenue, now coined Sweet Auburn Historic District, in earlier times reflected Atlanta's African Americans history, heritage, and achievements of the day. 'Sweet Auburn' was branded

by Atlanta Civic and Political Leader John Wesley Dobbs who was often referred to as the 'unofficial mayor of Auburn Avenue'. His monument (commissioned for the 1996 Atlanta Olympics) sits at the intersection of Auburn Avenue and Fort Street in downtown Atlanta, Ga.

It was the past history of Auburn Avenue that prompted Williams interest in creating his own history by 'doing business with a purpose'. Expounding on the expression, Sweet Auburn Seafood Restaurant and Lounge owner explains, "My decision to 'do business with a purpose' enlists efforts in playing a meaningful role in the revitalization of the Sweet Auburn Historic District.

Just as in the early 1900's, Auburn Avenue was filled with lively upscale night life, Williams organizational agenda is to bring back the same caliber, class, and clientele to his establishment. The Top Hat Club later named The Royal Peacock is just one mention of Sweet Auburn's legacy. Striving to make



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impressions in this day is Sweet Auburn Seafood Restaurant and Lounge nightlife lineups.

Although just 6 months since opening the doors, Sweet Auburn Seafood Restaurant and Lounge is off to a great start of making history and has lunched with dignitaries, broadcasted live political radio shows, dined with Atlanta's own legendary Hall of Fame athletes, and with Atlanta known as 'Southern Hollywood', launched enumerable celebrity events.

Under Sweet Auburn Seafood Restaurant and Lounge own agenda, the restaurant's creative team has been devising a montage of events representative of Williams intent to 'do business with a purpose' and bring opulence back to 'Sweet Auburn'. The restaurant maintains a consistent calendar of live entertainment reminiscence 'Sweet Auburn' was once home to legendary artist such as B.B. King, Ray Charles, and Aretha Franklin just to name a few.

Carrying out his personal resolution, Williams ability to offer his venue to up and coming musical artist such as: Milkshake, Emmaline Cleary, Nakato Blair, and Gritz and Jelly Butter as headliners and band regulars, continues to meet his company 'Sweet Auburn' community goals – providing opportunity to musical artists, quality option for night life, and classy live entertainment.

The most recent restaurant feature that kicked off in March 2015 was Aroma (named after consideration of how the aromas of younger wines and mouthwatering recipes can fill a room) Mondays. Aroma Mondays is fashioned to be an upscale event providing wine enthusiasts the opportunity to sample a range of wines with simultaneous cooking demonstrations and tastings.

The Tempura Fried Alaskan Crab topped with Grilled Caramelized Pineapple and drizzled with Hawaiian Sirachi Sauce served on March 30, 2015, was an exquisite culinary delight of

Chef Sammy –just one of Chef's preparations during Aroma Mondays. The wines are selected by Wine Connoisseur Jaye Price of the Wine Shoe Atlanta.

Jaye Price is the manager and wine educator for The Wine Shoe Atlanta, a wine shop in Castleberry Hill in Atlanta, GA. Aroma Mondays is more than just an event, it's an experience with an aspiration to educate and stimulate the pallet. Throughout the evening, guest's sample the nights featured wines while dining on superb food creations by Chef Sammy Davis.

Aroma Mondays begins at 7:00 p.m. and features 3 distinctive wines full of flavors accompanied with tapas costing \$20 per person. The tasting event wraps about 10:00 p.m. with a live band with greater opportunity for cocktails, conversation, and connections. Spacing is limited, rsvp is strongly encouraged for large parties.

Learning about wine is a fascinating experience. The Historic Sweet Auburn District can boast of adding another upscale event to its repertoire thanks to Sweet Auburn Seafood Restaurant and Lounge and Aroma Mondays!

