

DOWNTOWN BLUES

Rehoboth Beach, Delaware

Contact: Steve "Monty" Montgomery



DOWNTOWN BLUES TO LEASE ORIGINAL NICOLA'S PIZZA SPACE THIS FALL!

Exciting news for downtown Rehoboth Beach, as the restaurant group behind Bethany Blues & The Starboard are bringing something special to the original Nicola's Pizza location at 8 N. 1st Street. The new location, to be called Downtown Blues will move into the space and feature the same famous BBQ of Bethany Blues located in Bethany Beach and Lewes.

Steve "Monty" Montgomery says, "Downtown Blues will be fully renovated to fit this historic space that is special to so many who live in and visit Rehoboth Beach, Delaware."

That famous BBQ smell will attract folks for brisket, pulled pork, pulled chicken, sausage, BBQ Tacos, amazing salads, and more! Those who live in town and around Rehoboth Beach will love the ability to come grab tasty BBQ to feed the household, it's a perfect location for this team to venture into downtown Rehoboth. With a plethora of 30 minute parking spots in the area, BBQ makes for amazing beach take out so there will be an emphasis on it with a take-out counter near the front of the restaurant, and will seat approximately the same amount of people the current Nicola's does with a mix of booths and tables. There will be a small bar area in the rear.

While Nicola's has closed their original 1st street location except for carry-out for the remainder of the Summer, their two-story Avenue location is open and busy daily. They'll keep serving historic Nic-o-boli's and great pizzas in town through Labor Day then will move their operation up the highway to the new location under construction in Lewes. The Bethany Blues team will take over around the 1st of October, and begin their remodeling with the hopes of opening the new location by Easter 2023.

Montgomery shares, "While we were not planning to expand, when approached about this location, it just made too much sense. Our original Blues location in downtown Bethany is very popular for both dine-in and carry-out. While we have our newly renovated location in Lewes, we feel downtown Rehoboth is a different market where so many can walk or bike to dine with us. It's very exciting to move into a space where I basically grew up eating Nic-o-bolis, pizza, and pasta."

Montgomery's mother was close with the late Joan Caggiano, preserving the historic feel by providing an awesome spot that Rehoboth Beach will be excited about is deeply meaningful. Montgomery continues, "One of the keys to expanding was to make long-time operators of their original locations into equity partners, so Jessica Nathan and Zac Warner will now become part of the ownership team and continue to run these outstanding BBQ restaurants, all while raising their own children here in our community."

While the famous Nicola's train set and all of their possessions will travel north to their new Lewes location, the Bethany Blues team will keep some of the iconic feel with the front window booths, semi-open kitchen, and add a cozy bar area to the back corner featuring their famous bourbon collection. The plan is to be a year-round venue open for both lunch and dinner. With heavy emotions as a 50+ year business packs up to move to Lewes, it is also exciting for the local team from Bethany Blues and The Starboard to come into downtown Rehoboth for their first venture into city limits.