

Retailing

# Here are the most anticipated Valley restaurants coming in 2025



Image: Pretty Decent Concepts

Rendering of Filthy Animal, a new restaurant concept from Valley-based Pretty Decent Concepts, that will open in downtown Temp in 2025.

PRETTY DECENT CONCEPTS



By [Brandon Brown](#) – Senior Reporter, Phoenix Business Journal  
Dec 30, 2024



Listen to this article 8 min



Phoenix's restaurant scene will continue to grow, expand and change in 2025.

Even as the price of eating out continues to rise, Valley residents have shown they still want to spend money on restaurant dining. That – plus Maricopa County's growing population – makes the Valley a market desirable for local and out-of-state chefs and restaurateurs to open new concepts.

Over the next 12 months, plenty of new restaurants are on track to open in the Valley that have already generated buzz. Some are new to the market; some are expansions of brands to new parts of town; and some are new concepts from proven operators.

Here are a few of the key new additions that I've been hearing a lot of people talking about:

### **Cleaverman; Filthy; Filthy Animal and Drop Dead Gorgeous**

Pretty Decent Concepts, the group behind Wren & Wolf and Chico Malo, have [four new concepts slated to open in 2025](#). In downtown Phoenix, the group will be replacing the former Hooters at the Arizona Center just off Van Buren Street with a steakhouse concept called Cleaverman. It will also have a swanky martini bar called Filthy, which will have a private back door entrance and a live piano player.

Pretty Decent Concepts has also taken over the former P.F. Chang's space in the Centerpoint on Mill development in downtown Tempe. There, the company will be opening a unique concept called Filthy Animal that will be based around a wood fire cooking pit. The owners of the concept said the restaurant is "inspired by the beauty and brutality of the jungle."

Next to Filthy Animal, Pretty Decent Concepts will be opening another bar concept called Drop Dead Gorgeous that will be taking inspiration from the 1970s.

Pretty Decent Concepts prides itself on creating one-of-a-kind, experiential eating and drinking establishments. They don't spare any pennies and they work with Peter Bowden, a Scottsdale-based designer and architect, on creating distinctive and stylish restaurants and bars.

### **The Henry**

Fox Restaurant Concepts [tore down the former Applebee's](#) at Phoenix's Uptown Plaza at the corner of Central and Camelback in Phoenix in 2024 and it is [expected to open](#) its new location of the Henry on that site in early 2025. The original Camelback location of The Henry has become a favorite restaurant, coffee shop and meeting place among Phoenix's business community, and some people are already setting lunch meetings at the proposed Uptown location. A recent liquor license application for the Henry said it is expected to open in March 2025. Fox Restaurant Concepts will also be opening **Flower Child, Blanco Taco Cocina + Cantina** and **North Italia** in [Tempe's Novus Place in early 2025](#).

## Catch

Catch, a famed seafood restaurant with locations in Las Vegas, New York, Los Angeles and Aspen, Colorado, [will debut in Scottsdale](#) at Scottsdale Fashion Square in Q1 2025. Taking up 12,000 square feet, Catch's menu offers a blend of seafood, sushi, and steak. Catch Hospitality Group, which was founded by Houston Rockets owner Tilman Fertitta, Mark Birnbaum and Eugene Remm, is bringing in the Rockwell Group to design the Scottsdale space.

Scottsdale Fashion Square, which is undergoing a multimillion-dollar renovation will be home to some other high profile openings in 2025 including:

- **Din Tai Fung**, the world-renowned restaurant that originated in Taiwan [will be opening its first Arizona location](#) in 2025. The concept is known for its soup dumplings and noodles, both of which are made in-house.
- **Telefèric Barcelona**, an authentic Spanish restaurant [known for its seafood and tapas](#) is also slated to open at Fashion Square in 2025.

## Camello

151 Hospitality, the owners of the former MercBar at 24th Street and Camelback Road in Phoenix, [will be opening](#) a 6,000-square-foot, high-end Mexican restaurant in the same development. Fidencio Alatraste, who has worked at The Mission, The Mexicano, and Toro Latin Restaurant at the Fairmont Scottsdale Princess, will be Camello's executive chef. Camello will have a dance floor and live music. The interiors of Camello have been designed by Volenec Studio, a New York-based firm with projects all around the world, including in London, Singapore and Dubai. 151 Hospitality will be opening two other concepts at 24th Street and Camelback in early 2025.

- **Little Pickle Jewish Deli** will serve New York deli staples like pastrami sandwiches, bagels, house-smoked salmon and breakfast egg and cheese sandwiches.

- **151 Tavern** will be an “upscale New York tavern” with “fancy comfort food.”

## Blue Sushi Sake Grill and sister restaurants

Flagship Restaurant Group, which is based in Omaha, Nebraska but has a growing number of unique restaurants in the Valley, is set to open three new locations [across 14,000 square feet](#) in downtown Gilbert's Heritage Park development in 2025. One of the concepts will be Blue Sushi Sake Grill, which will also have a location [opening in Tempe soon](#). The other two concepts have not been announced yet, but FRG's Pyro in Arcadia and Châm Pang Lanes and Palma in downtown Phoenix are noteworthy restaurants. The East Valley is excited to see what the company has in store for one of the last big developments in downtown Gilbert.

## PV restaurants

The multibillion-dollar renovation of the former Paradise Valley Mall is underway and some restaurants have already opened with others set to open throughout 2025, including the Valley's second location of **Federal Pizza**. Upward Projects [waited for the right opportunity](#) to expand its Uptown Phoenix concept and decided PV would be ideal for its wood-fired pizzas, house-made pastas and craft beers. It will also have a to-go growler program and a take-out lounge. Upward Project will also start the year with a new Postino location in Peoria. PV has several other restaurants slated to open soon including:

- **The Melt**, a California grilled cheese and hamburger chain's first Arizona location.
- **Wren House Brewing Co.**'s [new tap room](#) that will produce beers with a traditional English cask ale production and will have a cask engine to serve its beer.
- **Hawaiian Bros Island Grill** will bring another location of its growing Hawaiian concept into the Valley.

## Hi Noon Hospitality's Coastal Southern European seafood concept

Hi Noon Hospitality, the management team behind Buck & Rider and Ingo's Tasty Food, [has leased space](#) in Old Town Scottsdale for a third restaurant concept that will focus on coastal southern European seafood. It won't open until late 2025, but will be going into a space that overlooks Scottsdale Civic Center park.

## Formation Brewing

Colorado-based Denver Beer Co. [will open a taproom and restaurant](#) called Formation Brewing in a more than 10,000-square-foot space in downtown Phoenix's Roosevelt Row. The two-story building will include a 19-tank brewing system, 24 total beer taps across two bars, a full kitchen, room for more than 200 people, an area available for private parties and an 1,185-square-foot patio equipped with fire pits and misters.

### **George & Gather**

Located in a former auto shop in downtown Chandler, George & Gather [will be an all-day restaurant and market](#) with a menu that will consist of from-scratch fare made with organic, health-conscious ingredients. The 7,700-square-foot space will feature an 80-person dining room, indoor-outdoor bar, covered patio with a fireplace, and a market with grab-and-go meals and local merchandise. The owners of George & Gather, Amber and Mike Kovarik, have worked for years in tech and real estate and are taking a big swing for their first restaurant. They brought on House of Form, an acclaimed design firm, to give the space an art deco vibe.

### **Indibar**

Being led by two chefs who have worked in award-winning kitchens around the world – Nigel Lobo and Ajay Negi – Indibar will offer an elevated take on Indian cuisine. It will be opening in the former Rancho Pinot space in the Lincoln Square shopping center in Scottsdale.

### **Tiki Taka**

The Japanese and Spanish tapas bar is set to [open on Jan. 7](#) and is the last of several new restaurants at the renovated Grand Hyatt Scottsdale Resort. Tiki Taka is one of six restaurants by celebrity chef Richard Blais at the Scottsdale resort. The 138-seat restaurant was designed by Wimberly Interiors with inspiration from both Japan and Spain.

---

[Sign up here](#) for the Phoenix Business Journal's free newsletters, and [download our free app](#) for breaking news alerts.