

Media Contact:  
Jennifer Adler, Adler Public Relations  
[jennifer@adlerpublicrelations.com](mailto:jennifer@adlerpublicrelations.com)  
480.268.0185



## **THE HERB BOX DC RANCH TO RELOCATE TO SHEA BLVD. IN A RETURN TO ITS ROOTS**

*New location will be reimagined as an innovative casual service concept and will house the company's booming catering business*

**SCOTTSDALE, Ariz.** – April 26, 2021 – [The Herb Box](#) announces the relocation of its North Scottsdale restaurant from DC Ranch to Shea Blvd. in a return to its roots just down the street from the brand's original restaurant location. The beautiful new 6,000-square-foot space will open in early June and will include a larger kitchen, an expansive patio, a gourmet marketplace, ample indoor and outdoor seating and two private event spaces. It also will be home to The Herb Box's corporate office and will house the company's multimillion dollar event planning and catering business.

"Our new location on Shea is a serendipitous one and has a lot of personal meaning to me," said Susan Wilcox, owner of The Herb Box. "It feels like a homecoming and I wanted to create an environment that conveys that same feeling – an inviting space where people instantly feel at home, comfortable and at ease. It is the culmination of our extensive hospitality experience and I can't wait to welcome all of our amazing guests who have continued to support us throughout the years."

The new Shea location will have a gorgeous interior with a Southern aesthetic, incorporating lots of wainscoting, textured wallpapers, beautiful lighting and a soothing color palette. It will be reimagined as an upscale casual service concept, inviting guests to stay awhile and use the space as they wish – to work, meet or just hangout and relax while enjoying all the offerings and amenities. It will feature a gourmet marketplace with some of the signature menu items that The Herb Box is known for, grab-and-go hot and cold dishes, delectable handmade pastries, bottles of wine and seasonal products from local purveyors.

Created as a blend of The Herb Box's restaurant experience and its catering business, the new Shea location also will house the company's main catering kitchen and offer two private event spaces, each with indoor-outdoor dining space for daytime and evening events. Both event

spaces, the Thyme Room and the Sage Room, are available for booking now with capacity of up to 75 guests and flexible configurations based on group size.

The Herb Box's DC Ranch location's last day of operation will be Sunday, May 2 in preparation for the opening of the new location at 7000 E. Shea Blvd. in early June. In addition to offering all current DC Ranch team members the opportunity to relocate with the restaurant, The Herb Box will be hiring for 20 positions at the new Shea location. Interested parties can apply by emailing [info@theherbbox.com](mailto:info@theherbbox.com).

### **About The Herb Box**

Founded in 1995 in Scottsdale, Ariz., The Herb Box began as a catering company inspired by owner Susan Wilcox's desire to offer high-end catering and exemplary client service. Since then, the company has expanded to include two restaurant concepts, in addition to its multimillion dollar full-service catering and event planning business. The Herb Box features savory twists on tried-and-true cuisine and fresh, seasonal ingredients that unify regional flavors and has two Scottsdale locations, one on 5th Avenue in Old Town and its newest location on Shea Blvd. For more information, visit [www.theherbbox.com](http://www.theherbbox.com).