



THE RITZ-CARLTON

SARASOTA

THE RITZ-CARLTON, SARASOTA UNVEILS RUFa, A NEW AL FRESCO DINING EXPERIENCE

SARASOTA, FL (September 30, 2024) – [The Ritz-Carlton, Sarasota](#), a distinguished luxury resort and iconic landmark on Florida's Gulf Coast, is pleased to announce the opening of Rufa, an al fresco dining and lounge experience. Located adjacent to the hotel's signature restaurant Jack Dusty Coastal Cuisine and Crafted Cocktails and helmed by their acclaimed culinary team, the resort's new venue promises to elevate the senses with imaginative cocktails, shareables prepared tapas style, and breathtaking sunset views.

"We are thrilled to welcome both our hotel guests and locals to indulge at Rufa this fall," said Mark Sherwin, General Manager at The Ritz-Carlton, Sarasota. "With impeccable design exuding luxury, a Baja California-inspired menu perfectly prepared with fresh, local ingredients and outdoor seating boasting the best sunset views in Sarasota, it is the ideal addition to our current dining concepts."

Rufa takes its name from the [Rufa Red Knot](#), a shorebird that winters in the Sarasota region, notable for traveling incredibly long distances from the Canadian Arctic to South America and back again. Much like the bird, Rufa presents a coast-to-coast experience with an ambiance that embodies The Ritz-Carlton, Sarasota's promise of providing guests a life "where the land meets the sea." Situated steps away from the resort's lush lawn space, Rufa's thoughtful design grants every seat a grand view of Florida's Gulf Coast waters. The main seating area on the ground floor is relaxed and spacious, and winding steps take guests to an elevated bar boasting the best views on property.

[The Johnson Studio at Cooper Carry](#), a renowned hospitality design firm, thoughtfully imagined the restaurant's ambiance by drawing inspiration from the warm, golden hues of the sun setting over the ocean, creating a welcoming and serene atmosphere. Natural materials used in furnishings and accents of rough forged bronze metals bring in colors from the land, including an acacia wood bar front and quartzite countertops at the forefront of a tumbled marble mosaic back splash. The colors of the sea are accentuated with a palette featuring floral motifs, alongside hints of poppy oranges and pinks all with a rosy hue.

Nestled in an exclusive setting, diners can choose from a selection of delectable shareables that take full advantage of the Gulf Coast region's local bounty, including:

- **Al Pastor Chicken Skewers:** Achiote Marinade, Local Mango Salsa Cilantro Cream, Flour Tortillas
- **Lobster Tostada Bites:** Maine Lobster, Roasted Corn Puree Grapefruit, Cilantro, Black Lava Salt

- **Beef Tenderloin Tacos:** Red Onion, Peppers, Roasted Corn Salsa, Chihuahua Cheese, Charred Habanero Sauce, Flour Tortillas
- **Grilled Octopus:** Mexican Chorizo, Roasted Potatoes, Chipotle Sauce, Lime Cream Sauce, Pea Shoots
- **Wagyu Beef Sliders:** Tomatoes, Hibiscus Chutney Asadero Sauce, Brioche Bun

To complement Sarasota's bright flavors, Rufa's expert mixologists led by [award-winning](#) Lead Bartender Heidi Finley, have created an impressive selection of cocktails inspired by an array of feathered friends, including:

- **Bird of Paradise:** Strawberry-infused Jose Cuervo Plata Tequila, rose water, crème de pêche, rosemary simple, citrus, hibiscus ice, strawberry ice, sparkling rosé
- **Falcon:** Illegal Mezcal, Patrón Reposado Tequila, Amaro Averna, caramelized pineapple syrup, coconut cream, house-made citrus elixir, burlesque bitters, smoked and served tableside
- **Golden Eagle:** The Ritz-Carlton Private Select Barrel Angel's Envy Bourbon, coconut wash, sherry, banana oleo, tiki bitters, gold-infused ice, smoked and served tableside

Rufa also offers an extensive wine list, in addition to one of Sarasota's best tequila and mezcal menus — the Soaring To Paradise Top Shelf Tequila Flight features such sought-after varieties as Patrón El Cielo, Patrón El Alto and Patrón Burdeos.

Rufa joins the diverse and vibrant [dining scene at The Ritz-Carlton, Sarasota](#), complementing popular venues such as Jack Dusty, Ridley's Porch at the exclusive Ritz-Carlton Members Beach Club, and the iconic Lido Key Tiki Bar, a Sarasota landmark known for its tropical drinks and beachfront ambiance. Rufa's opening is part of The Ritz-Carlton, Sarasota's continuous revitalization, which has already seen a floor-to-ceiling renovation of the award-winning [The Ritz-Carlton Spa, Sarasota](#), and a stylish refresh of its signature restaurant, Jack Dusty, featuring new artwork, tableware, and enhanced coastal cuisine offerings.

Beginning October 3, Rufa will open from Wednesday – Sunday, 4PM – 10PM. Friday and Saturday the bar will remain open until 11PM. For more information and reservations, visit <https://www.ritzcarlton.com/en/hotels/srqrz-the-ritz-carlton-sarasota/dining>.

About The Ritz-Carlton, Sarasota

A luxury landmark on Florida's central Gulf coast, The Ritz-Carlton, Sarasota is conveniently located near the city center overlooking Sarasota Bay, just minutes from premier arts venues, nature sanctuaries, distinctive shopping, fishing and watersports. Named one of the Top Golf Resorts in the World by Condé Nast Traveler, this destination resort is also home to The Ritz-Carlton Spa, Sarasota, named the #3 Spa in the U.S. and Canada by the readers of Travel + Leisure magazine. In addition to a Gulf-front Beach Club, Tom Fazio-designed Golf Club, Spa and Wellness Center, children's recreation programs and 276 guest rooms with Ritz-Carlton Club Level accommodations, The Ritz-Carlton, Sarasota offers 218 Residences and a private country club-style Membership.

The Ritz-Carlton, Sarasota
1111 Ritz-Carlton Drive, Sarasota, FL 34236
941-309-2000