



PRESS RELEASE

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STRADA @ BOCCE SHINES WITH MODERN CONTAINER CONCEPT, ELEVATING NIGHTLIFE IN COTTONWOOD, ARIZONA

COTTONWOOD, Arizona: The Haunted Group hospitality group, known for putting Cottonwood and Jerome “on the map” as Northern Arizona tourism destinations, elevates Old Town Cottonwood nightlife with their modern container concept: STRADA @ Bocce.



This unique venue evokes a “food truck” vibe, inviting guests to order cocktails and beverages from one container, then small bites, pizza and gelato from another. Constructed from eight shipping containers and brought to life with industrial details such as steel beams, Edison bulb string lights, and a corrugated sheet metal roof, STRADA brings a venue that is both a work of art and a destination to Old Town Cottonwood. Located immediately next door to the wildly popular [Pizzeria](#)

[Bocce](#), STRADA touts a separate menu and feel, with the same ownership and fresh, hand-selected ingredients, many of which are imported from Italy. The attention to detail and innovative menu are reflective of the qualities that have come to be expected of the Haunted Group’s properties.

STRADA @ Bocce features a menu heavily inspired by Italian street food. Shareable antipasto plates of Artichoke & Spinach Bruschetta, Arancini, Tuna Carpaccio and Caprese Skewers offer fresh takes on classic Italian fare, while the Butcher’s Board and Bocce Balls pay homage to customer favorites on the Pizzeria Bocce menu. The star of the menu, however, is the Pizza Montanara. Inspired by pizza crafted in the mountains of Naples, this small, four-slice pizza begins with fried dough, and is then topped with fresh ingredients from any of six menu options, before being finished in an imported, copper Italian pizza oven for a crispy, dynamic flavor experience.





Another star at STRADA? Dessert. Twelve flavors of creamy, house-made gelato are available in a cup or waffle cone, or as the chilled center of your custom ice cream sandwich. Simply select your favorite flavor to be sandwiched between two bakery-fresh chocolate chip cookies for a treat that is fun for all ages.



Compliment your meal with a trip to the bar container for chef-crafted cocktails, featuring a menu that offers fresh, modern takes on classics. Try a Garden Mule, featuring house-infused pepper vodka, fresh lemon, basil, honey, and ginger beer, or a Ginger Beetini, with Prairie organic gin, St. Germain elderflower liqueur, lemon, fresh beet purée, and ginger syrup. Market-fresh inspiration, unique ingredients and house-infusions set this cocktail menu apart.

“With this concept, we wanted to bring a modern venue to Old Town Cottonwood, to balance the classic dining experiences available in town,” says Haunted Group owner, Eric Jurisin. “We aimed to introduce a contemporary design with a truly casual feel, to invite locals and visitors alike to relax and enjoy our town. Chef Michelle Jurisin poured her

heart into this street-food inspired menu to ensure that our guests don’t just have a meal, they have an experience. The dynamic menu, the modern container concept, the glowing lights...they create a unique experience that you won’t find anywhere else in town. We invite you to follow the lights to STRADA.”

STRADA @ Bocce

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<https://boccecottonwood.com/>

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About the Haunted Group:

[The Haunted Group](#), a hospitality group based in Cottonwood, Arizona, runs eight distinct hotel & restaurant properties across the Verde Valley, including the [Haunted Hamburger](#), the [Tavern Hotel](#), and [The Clinkscale Hotel, Bar + Grill](#). Known for innovative cuisine, impeccable design and theming, and family-oriented leadership, the Haunted Group is credited with bringing fresh concepts into Jerome and Cottonwood, putting these locations “on the map” with trendy destinations loved by Phoenicians, out-of-state travelers, and locals alike.

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