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For More Information Contact:
Kristin Thompson – 843-450-7200

Crave Italian Oven and Bar Announces Third Location at SayeBrook Town Center

Myrtle Beach, S.C., December 22, 2025 — The Vaugh and Spadaccini Restaurant Group, in partnership with The Jackson Companies, developer of the master-planned SayeBrook Community, announced today that Crave Italian Oven and Bar will open its third location in Spring 2027 within SayeBrook Town Center, positioned along one of the most active and rapidly growing corridors on the South Strand.

"This third location represents an exciting and intentional step forward for our brand," said Nick Vaugh, Founder & Partner of Vaugh and Spadaccini Restaurant Group, owners of Crave Italian Oven and Bar. "As we continue to grow, thanks to the support of residents and visitors alike, we are proud to create jobs, strengthen the local economy, and reaffirm our commitment to the community. Our new space within SayeBrook will foster a sense of connection and warmth while showcasing the quality and hospitality that have become hallmarks of the Crave experience."

Crave Italian Oven and Bar will occupy a prime location within SayeBrook Town Center, joining a dynamic and expanding mix of restaurants, retail, services, and wellness-focused businesses. The new location will feature the restaurant's signature wood-fired cuisine, curated wine program, and elevated yet inviting dining atmosphere.

"As SayeBrook Town Center continues to expand, we remain intentional about welcoming businesses that reflect and enhance the fabric of our community," said Derek Harris, Vice President of Development for The Jackson Companies. "Our company has been part of the Grand Strand for generations, and we understand firsthand the value that locally owned and operated businesses bring to the region. Crave Italian Oven and Bar embodies that spirit, and their presence reinforces our commitment to building a Town Center where residents and visitors can gather, connect, and experience a true sense of place. We are thrilled to welcome Crave as a key contributor to the next chapter of SayeBrook's growth."

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About Crave Italian Oven and Bar

Crave Italian Oven and Bar is part of the family-owned Vaugh and Spadaccini Restaurant Group, known for delivering modern Italian dining experiences across the Grand Strand. Crave operates existing locations at 202 U.S. Highway 17 North in North Myrtle Beach and 7401 North Kings Highway in Myrtle Beach.

The restaurant group also owns and operates Sol y Luna Latin Cantina in Carolina Forest and 357 Raw Coastal Bar in Grande Dunes. The team continues to expand its footprint with a focus on quality, service, and creating memorable guest experiences.

About SayeBrook

SayeBrook is a 730-acre master-planned community in Myrtle Beach with Lowcountry-inspired homes, apartment homes, and resort-style amenities. Minutes from the shore, the airport, schools, and healthcare, SayeBrook also offers a vibrant Town Center with a mix of shopping, dining, and everyday services, which make the community a destination all its own.

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