

THE TENNESSEAN

DINING

This hospitality group is planning 4 restaurants for a Gulch hotel

Los Angeles-based Ten Five Hospitality will create original restaurant concepts for the Paseo South Gulch hotel, with a focus on drawing locals as well as travelers.



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Key Points

- Luxury hotels in Nashville are increasingly using signature restaurants and bars to attract both guests and local residents.
- The upcoming Pendry Nashville hotel will feature multiple dining concepts developed by Los Angeles-based Ten Five Hospitality.
- These new restaurants and bars aim to become integral parts of Nashville's culinary scene rather than just hotel amenities.

Luxury hotels aren't just opening restaurants anymore. They're programming entire nights.

As Nashville's luxury hotel boom continues, restaurants, bars and rooftop venues are becoming as much of a draw as the guest rooms themselves.

Pendry Nashville, a luxury property scheduled for [completion in 2028 at Paseo South Gulch](#), is the latest to embrace that strategy.

"Food and beverage is a big cultural driver for our properties," Pendry Hotels & Resorts co-founder Michael Fuerstman said. "People get together, they congregate, they plan what they're doing around where they're eating, where they're drinking, where they're carousing."

The forthcoming 30-story hotel, which will also include 146 luxury condos, will also have a collection of original dining concepts stretching from the ground floor to the rooftop. Developing the property's food and dining vision will be Los Angeles-based Ten Five Hospitality.

Their involvement, Pendry announced July 13, will bring to the property a signature ground-floor restaurant, a café and lobby bar, and a rooftop restaurant and poolside bar.

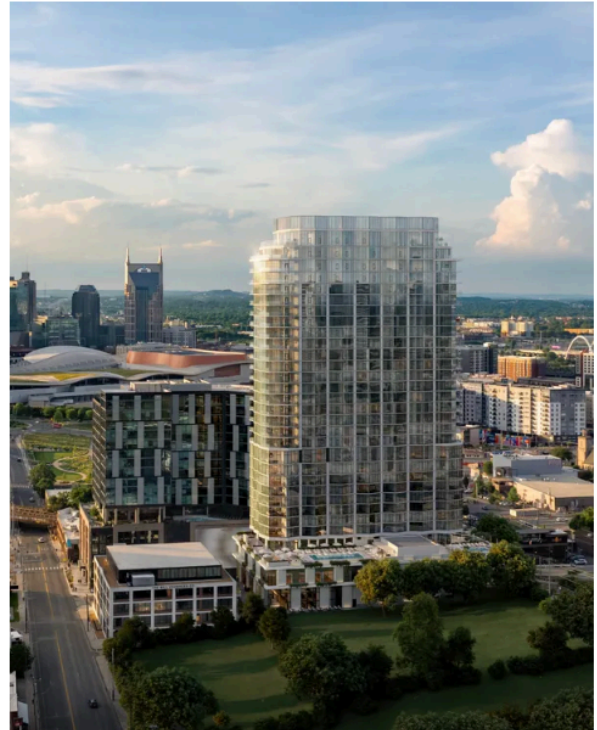
More about the luxury property here: [Here are the details revealed for Pendry Hotel Nashville at Paseo South Gulch](#)

The exact details behind the concepts, including the chefs who will lead them, remain under wraps. But Ten Five managing partner Dan Daley said the goal is to create restaurants that become part of Nashville's culinary identity rather than simply serving hotel guests.



A conceptual rendering shows the future entry of Pendry Hotel and Residences, now under construction in Nashville. *Binyan Studios / Provided By Pendry Nashville*

"If people who are from Nashville and live in Nashville are not thinking of the restaurant in that fashion, then, in my opinion, we've failed," Daley said. "When your friend is coming into town, and you're looking for, 'We have to go here. We have to take you to this one place.' That's what we're trying to do."



A conceptual rendering shows the Pendry Hotel and Residences, which is currently under construction in the Paseo South Gulch development in Nashville.
Binyan Studios / Provided By Pendry Nashville

Ten Five's portfolio includes restaurants from some of the industry's most recognized chefs, including Evan Funke of Mother Wolf, Tim Hollingsworth of Oak Room and Bernadette's and Wes Avila of Guerilla Tacos and Ka'teen.

Rather than bringing one of Ten Five's existing brands to Nashville, the company will create entirely new concepts for the city.

"We want it to be the best concept, the best restaurant that we've ever done," Daley said. "If we're not trying to improve our experience or what we're doing every time we set out to do a project, then what are we really doing?"

That starts, he said, with resisting the temptation to transplant a formula that succeeded somewhere else.

"We're not going to teach Nashville what excellent hospitality is. That's not our approach at all. It's the complete opposite," Daley said. "It's a really beautiful city with incredible people, incredible community. How can we weave ourselves into the roots and into the fabric of the community?"

What will the restaurants look like?

Pendry's vision extends beyond opening a flagship restaurant.

Plans call for a signature ground-floor restaurant, a three-meal café that transitions from breakfast through late-night cocktails, a lobby bar and lounge, and a rooftop destination centered on beverages, with food designed to complement the experience rather than define it.

Daley said the spaces are intended to feel distinct from one another, giving guests a reason to move through the property rather than settle into a single venue.

"Every concept needs to have a reason for existence," he said. "Let's create radically different experiences."

Daley said design receives the same attention as the menu.



A conceptual rendering shows the pool area at the forthcoming Pendry Hotel in Nashville, now under construction.
Binyan Studios / Provided By Pendry Hotels

"Every detail is a matter of life or death," he said. "We want people to walk into that space and have their breath taken away."

For Fuerstman, those separate venues are meant to work together as a single hospitality experience.

"I love the idea of really programming out an entire night for somebody to come," he said. "Whether it's a guest that's staying with us in the hotel or anybody that lives in Nashville, you've got an entire evening planned out if you come to our hotel."

That shared philosophy is what brought Pendry and Ten Five together.

"One of the most powerful things I ever heard in my career, one of my mentors told me early on, was that everybody wears a sign around their neck that says, 'Make me feel important,'" Daley said.

He said both companies approach hospitality with that idea in mind, prioritizing how guests feel as much as what they eat.



Bar Lis, a Five Ten restaurant on a rooftop terrace of a Los Angeles hotel, shows the group's attention to design and detail. *Provided By Five Ten Hospitality*

"A lot of people say they think about hospitality that way, and then don't execute against it," Daley said. "I think Pendry really does a wonderful job of being fanatical about how they're taking care of people."

Daley said the ambition is to create destinations compelling enough that guests never feel the need to leave the property.

"You have to give people a reason to stay," he said.