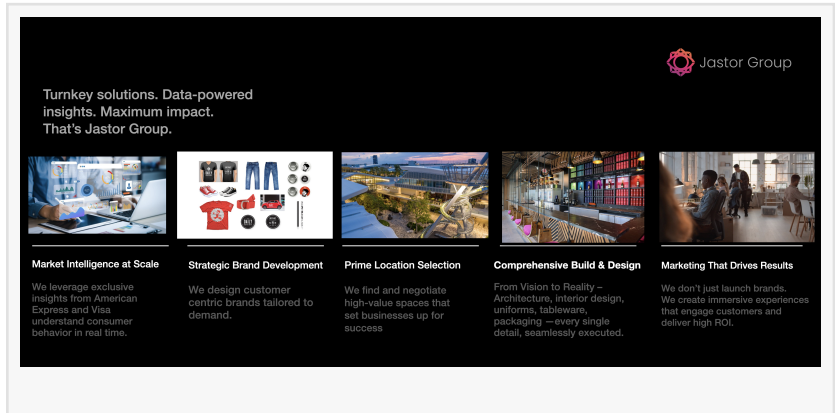


Jastor Group's Evolution: A Legacy of Excellence in Hospitality Development

Jastor Group, a premier full-service hospitality development firm, continues to solidify its position as an industry leader in developing, & scaling restaurants

MIAMI, FL, UNITED STATES, March 4, 2025 /EINPresswire.com/ -- Jastor Group, a premier full-service hospitality development firm, continues to solidify

its position as an industry leader in designing, developing, and scaling successful restaurant and hotel concepts. With a footprint spanning numerous states around the country, Jastor has cultivated a reputation for delivering immersive, customer-centric experiences tailored to the evolving preferences of Millennial and Gen Z consumers.



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Jastor Group is a 360-degree hospitality consultancy group specializing in brand intelligence, strategy development, and business transformation for restaurants and hotels.”

Jason Torres- Founder

A New Era: The Rebranding and Success of Ceviche 105
At the heart of Jastor's trajectory is the transformative rebranding and continued success of Ceviche 105, one of Miami's most celebrated dining destinations. Through strategic brand elevation, innovative design, and an enhanced customer experience, Ceviche 105 has not only reinforced its legacy but has also set new benchmarks for excellence in the competitive restaurant industry.

Jastor's rebranding of Ceviche 105 was a meticulous

process that involved extensive research and immersion in Peruvian culture. As part of this journey, Jastor's team traveled to Peru alongside Ceviche 105's owner, head chef, and founder, Juan Chipoco, to explore the authentic flavors, ingredients, and traditions that define Peruvian cuisine. This deep dive into the culinary roots of Ceviche 105 was instrumental in shaping its transformation, ensuring that every element of the brand paid homage to its heritage while elevating its presence to a world-class level.

The rebranding touched every single aspect of the restaurant, from menu design to uniforms, packaging, environmental branding, and overall customer experience. Jastor meticulously crafted

a cohesive and immersive brand identity, ensuring that every touchpoint reflected the essence of Peruvian culture while maintaining a modern and sophisticated appeal.

Jastor's partnership with Ceviche 105 Group led to exceptional achievements, including:

Opening two new locations and the grand reopening of their iconic South Beach restaurant.

Award-winning expansions in Coral Gables and Boca Raton.

The upcoming opening of their Sawgrass Mills location, marking a significant milestone in their expansion.

Ceviche 105 Coral Gables has become the most awarded restaurant in Miami, recognized for:

Best Interior Design

Best of Miami in multiple categories

Google AI naming it the model brand for restaurants in Miami.

A Visionary Approach to Hospitality Development

Jastor Group stands apart by offering turnkey, data-driven solutions that empower businesses to thrive. From conceptualization to execution, Jastor's expertise spans real estate, restaurants and hotels. Their extensive presence in high-profile locations across the U.S. demonstrates their ability to craft experiences that captivate and engage modern consumers.

A Proven Track Record of Success

With over 200 branded projects and a robust client portfolio that includes four of Miami's top 10 restaurants (as ranked by TripAdvisor), Jastor has consistently delivered winning strategies for businesses of all sizes, from startups to Fortune 100 companies. Their commitment to excellence has earned them numerous industry accolades, including recognition from Communication Arts, The One Show, Retail Design Awards, The Dieline Awards, and Adobe.

Thought Leadership and Industry Influence

Beyond their client work, Jastor is a driving force in branding education and entrepreneurship. Through their podcast, The Brand Voz, they share insights on innovation and business development, featuring industry leaders such as Emilio Estefan Jr., Al Vazquez, Cesar Morales, and Juan Chipoco. Additionally, Jastor's founder, Jason Torres actively contributes to academia, teaching branding masterclasses at Miami Ad School, Miami University of Art and Design, and Florida International University.

A Commitment to Excellence, Innovation, and Growth

Jastor's unwavering commitment to delivering results is evident in their promise to clients: maximize profitability, save time, enhance brand image, and stay ahead of the competition—every single time. Their multilingual, multicultural, and minority-owned status further strengthens their ability to cater to diverse markets, ensuring their clients remain at the forefront of industry trends.

About Jastor Group

Jastor Group is a 360-degree hospitality consultancy group specializing in brand intelligence, strategy development, and business transformation. Our expertise extends across branding, digital strategy, media production, real estate, hospitality, and product development, ensuring our clients achieve sustained success in competitive markets.

Jastor's sister brands further strengthen our capabilities:

Messiah – Specializing in digital strategy, media production, web design, and web development.

Jastor Hospitality – A dedicated division for uniform design, packaging, plates, and branded materials.

Jastor Realty – A real estate firm securing premium hospitality locations for our clients.

We also collaborate with top-tier industry partners to enhance our full-service offerings, including:

Plasma Nodo (Construction, architecture, product development)

By integrating cutting-edge technology, market insights, and creative excellence, Jastor continues to set new standards for innovation and success in the hospitality sector.

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