Award Winning Restauranteur Billy Dec to Open Sunda New Asian in The District Detroit March 10th, 2026

DETROIT, MI – (February 16th, 2026) – Emmy award-winning TV personality, actor and veteran restaurateur, Billy Dec, is thrilled to announce Sunda New Asian's newest location in The District Detroit at 33 W. Columbia Street, opening Tuesday, March 10, 2026. With four thriving locations - Chicago's Fulton Market & River North, Tampa, FL, and Nashville, TN, the team is elated to continue expanding the Sunda brand.

Founded in 2009, Sunda is an award-winning restaurant showcasing modern New Asian cuisine from Japan, China and other southeast Asian countries, elevating it with upgraded ingredients, cooking techniques, service standards and presentation. This creates a new and memorable hospitality experience that retains the deep-rooted spirit of the originals.

Inspired by decades of travel throughout Southeast Asia to visit family, Sunda New Asian is a deeply personal vision for Dec, on a mission to celebrate and share Southeast Asian cultural and culinary experiences he grew up loving. Pampanga born Culinary Director Mike Morales and Tokyo native Head Sushi Chef Ise Matsunobu have been incredible forces in the industry creating highly celebrated sushi bar masterpieces, dim sum, noodle and rice dishes, along with premium seafood, pork, beef, and poultry New Asian Creations. Sunda is also extremely passionate about seasonally inspired craft cocktails, curated premium sakes, Asian beers, Japanese whiskies, and an eclectic wine selection.

Guests at the new Sunda Detroit at 33 W. Columbia Street location can enjoy many of the beloved dishes from the original Chicago location, including Spicy Tuna Crispy Rice, Oxtail Potstickers, Baked Crab Handrolls, 3lb Japanese Wagyu Tomahawk Steak, Miso Glazed Sea Bass, and more.

Named "Best Asian Cuisine" by USA Today, the concept has garnered a devoted fan base among celebrities such as Barbra Streisand, Lady Gaga, Jon Bon Jovi, Ben Stiller, Michael Jordan, Ariana Grande, Jamie Foxx, Jessica Alba and many others.

"Detroit has incredible creative momentum and pride that's impossible to not fall in love with - we're honored to be joining the positive energy and movement. We're bringing an incredibly meaningful experience rooted in Southeast Asian culture, connection, and culinary innovation," said Billy Dec, CEO and Founder of Sunda New Asian. "For years, we've felt so much love from Michigan guests at our Chicago locations, that we are excited to serve them in their own hometown. We see Detroit not only as a city on the rise but as a

place ready to set the tone nationally. We're proud to grow with it, contribute to it, and be inspired by it."

The design of Sunda Detroit blends the vibrant spirit of Tokyo street style with the warmth of Modern Southeast Asian craftsmanship, resulting in a bold yet welcoming space that honors both New Asian global influence and local soul. Designed by Studio K (Nobu Hotel, Maple & Ash, Monteverde,..) and brought to life by McIntosh Poris Associates and Sachse Construction, the 6,000-square-foot space features eye-catching elements such as sculptural dark wood host stands, oversized capiz shell lighting above the sushi bar, and an incredible resin flower art installation over the island bar inspired by Japanese Cherry Blossoms meets Michigan Apple Blossoms. Elevated details like honey-toned wood furniture, botanical wallcoverings, and a sake display wall add depth and intimacy, while playful nods to Tokyo's urban art scene, like a wheat paste-inspired bar front, inject a sense of cultural energy. With over 200 seats, including a spacious 1,400-square-foot patio, Sunda Detroit oeers a dynamic dining experience where design, storytelling, and hospitality collide.

Columbia Street is The District Detroit's pedestrian-friendly walkway located between the historic Fox Theatre and Little Caesars World Headquarters, across Woodward Avenue from Comerica Park. It is home to Frita Batidos, JoJo's ShakeBAR, Sahara Restaurant and Grill, Pingree Detroit, Union Assembly and Mom's Spaghetti. The District Detroit is managed by Olympia Development. Olympia Development of Michigan is proud to be part of the Ilitch Companies family of businesses.

Reservations for Sunda Detroit are now live on OpenTable, with bookings available for the restaurant's first two months of service, encouraging guests to secure early reservations ahead of the highly anticipated opening.

About Sunda New Asian: Sunda New Asian is an award-winning restaurant concept featuring modern Southeast Asian cuisine, culture, and experiences. By seamlessly melding elevated cooking techniques and flavors found throughout Asia, Sunda's extensive cross-cultural New Asian menu spans many cultural and culinary options, allowing guests to choose the dining experience they desire. Sunda also provides an impressive list of specialty cocktails, signature sakes, and a collection of popular wines to complement the cuisine. Currently located in Chicago (River North & Fulton Market), Nashville and Tampa. For more information visit SundaNewAsian.com. Social: Instagram / Facebook / TikTok: @SundaNewAsian.

About Billy Dec

Billy Dec is a 2-time Emmy Award Winning TV Personality, Actor, Attorney and serial Entrepreneur. Dec is the Founder/CEO of celebrated businesses like Sunda New Asian

Restaurants and Global Advertising Agency COACT. Dec can regularly be seen on NBC's TODAY Show, acting in films and on TV shows like Criminal Minds and Chicago Fire, and is hosting/producing a new documentary for PBS called “FoodRoots” he recently shot in his mother’s 7641 native islands of the Philippines which won the coveted “Audience Award” at the Nashville Film Festival, and was featured as a “Spotlight Film” at both the Newport Beach Film Festival and Chicago International Film Festival. Dec is a Chicago-Kent College of Law and Harvard Business School Alum, who was a Presidential appointee for five years, serving on the White House Advisory Commission on Asian Americans & Pacific Islanders, and the White House Bullying Prevention Task Force. Dec has served on many local committees, boards, and commissions to serve the community, and continually feeds thousands of people in need continually with his Sunda Family called Sunda Service.