

Welcome to Pecola's

Redefining Dining & Shisha in Hampton, Virginia

About Us

Pecola's, located at 1144 Big Bethel Road in Hampton, is set to transform the social scene of Hampton with an experience that blends the rich traditions of shisha (waterpipe smoking) with a world of diverse culinary flavors. Our unique venue is designed to be a vibrant hub where culture, community, and indulgence converge.

Our Mission is to offer adults a distinctive and soothing social encounter through unforgettable dining, a range of premium shisha flavors, diverse entertainment choices, and outstanding customer service.

Our Vision is to become Hampton's leading cultural sanctuary, setting a benchmark for excellence in dining and creating a community that embraces diversity, fosters connections, and creates unforgettable memories.

Our Value Proposition

Pecola's is driven by five core values that guide our operations and define our identity:

- **Excellence:** Delivering the highest standards in cuisine and service.
- **Diversity:** Celebrating cultures and traditions in an inclusive atmosphere.
- **Innovation:** Constantly evolving to surprise and delight our patrons.
- **Community:** Building a space for connection, sharing, and support.
- **Sustainability:** Committing to environmentally responsible practices.

Services We Offer

- A menu with diverse items tailored to local tastes.
- A selection of premium shisha flavors in three tiers.
- Premium cocktails and mocktails.
- Specialty nights featuring cultural themes, live music, and more.
- Outdoor dining area.
- Hosting private events.

Target Market

Our primary audience includes mature adults, cultural enthusiasts, and social groups seeking a unique dining experience. We cater to Hampton Roads' elite professionals and business individuals aged 25+, who desire:

- A sophisticated, welcoming atmosphere.
- High-quality dining, drinks, and shisha.
- Opportunities to network and socialize.
- Late hours for socializing and exceptional take-out options.

Hours of Operation:

Monday – Closed

Tuesday – Thursday 11am – 10pm

Friday – Saturday 11am – 1am

Sunday – 11pm – 10pm

Process:

Due to the requested expanded hours, to include live entertainment and outdoor dining, this use is considered a Restaurant 3 which requires an approved Use Permit per the City of Hampton Zoning Ordinance. The Use Permit will be considered by the Hampton Planning Commission on November 21, 2024 at 3:30 PM in the Council Chambers, 8th Floor City Hall.

Join Us at Pecola's!

Discover a destination where every visit is more than just a meal—it's a celebration of culture, community, and the art of living well. We look forward to welcoming you and making your time with us truly special.

Let's create unforgettable memories together at Pecola's.

For any questions, please contact us via email at info@pecolas.com.