

YARDBIRD SOUTHERN TABLE & BAR OPENS NEW OUTPOST APRIL 2018

The soul-satisfying dining experience soars to the West Coast

LOS ANGELES, CA. (February 26, 2018) - James Beard-nominated and award-winning **Yardbird Southern Table & Bar** will officially make its Los Angeles debut April 2018. Yardbird Los Angeles will celebrate the grand opening with a star-studded red carpet event featuring a performance by country music group, *Runaway June*. Nestled within the newly reimagined Beverly Center, Yardbird Los Angeles will bring a truly unique concept to the City of Angels. Focusing on the art of hospitality, the rustic, country-chic dining destination will showcase their internationally recognized upscale twist of Southern cuisine.

The sophisticated, craftsman-style, 6,000 square-foot-space will feature down-home elements paying homage to Yardbird's rural roots with a SoCal touch. Located conveniently on the street level of the luxury shopping destination, Yardbird Los Angeles will offer diners valet parking for easy access to the busy Los Angeles district. The sprawling open floorplan boasts indoor and outdoor seating options alongside meticulously designed private and semi-private spaces, optimal for special events. The ultra-hospitable atmosphere will be accented with industrial age fixtures, warm lighting, sleek leather banquettes, eye-catching art, and beer taps adorned with vintage items found in America's most inviting kitchens.

Following suit of its sister locations in Miami, Las Vegas and Singapore, Yardbird Los Angeles will have a focused offering of farm fresh and locally sourced ingredients, seasonal options and savory signature plates that reflect local culture while maintaining Yardbird's Southern DNA. As Southern cuisine continues to expand in popularity internationally, Yardbird Los Angeles will complement their cozy bar scene with a world class cocktail program, uniquely curated by Joshua Holliday and set to feature over 100 bourbon and whiskey options.

Helmed by award-winning restaurateur **John Kunkel**, Yardbird Southern Table & Bar is a best in class restaurant concept known for offering a unique and authentic dining experience built around the culture and traditions that are emblematic of the South.

Kunkel states "We are excited to crack open the Los Angeles market and are committed to continually providing our guests with high-quality, made-from-scratch, classic Southern cuisine and exceptional customer service. Yardbird Los Angeles will offer guests a truly sensational dining experience highlighting the influence of California cuisine that will take the art of hospitality to a new level by combining a light yet flavorful menu with a venue designed for social gatherings."

Yardbird Southern Table & Bar Los Angeles will be open seven days a week, serving lunch weekdays and dinner until 11:00 PM nightly. They will also be serving their foot stompin', soul healin' brunch on the weekends. For more information, please visit: www.runchickenrun.com, Twitter(@YBSouthern) Instagram (@YBSouthern) and Facebook (www.facebook.com/YBSouthern) #SouthernWays.

ABOUT YARDBIRD SOUTHERN TABLE & BAR

Founded by John Kunkel in 2011, Yardbird Southern Table and Bar is founded on the premise of farm fresh ingredients, classic Southern cooking, culture and hospitality. Yardbird has received multiple accolades including a James Beard nomination for best new restaurant, the south's best fried chicken by Southern

Living, one of America's best Bourbon Bars by the Bourbon Review, best new restaurant by Bon Appétit and Restaurant Hospitality Magazine's "Coolest Multi-Concept Companies in the Land."

ABOUT BEVERLY CENTER

Beverly Center is Southern California's premier fashion destination with more than 100 specialty boutiques reflecting the diverse styles and tastes of Los Angeles, including a paramount portfolio of luxury retailers such as Burberry, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada, Saint Laurent and Salvatore Ferragamo. The Center is anchored by Bloomingdale's and Macy's. The unique assortment of point-of-difference stores like COS, Henri Bendel and Traffic, paired with the expanded fast fashion collection comprised of Uniqlo, H&M and XXI Forever and contemporary brands Halston Heritage, Sandro and Maje make Beverly Center the ultimate shopping experience.