



Beef 'O' Brady's adds to Kingsport restaurant line-up at new Downtown Food City

KINGSPORT, Tenn. -- Beef 'O' Brady's is bringing its latest restaurant prototype, dubbed "Beef's 2.0," to Kingsport in late 2011 or early 2012 at the new Food City Shopping Center in downtown Kingsport.

The new Kingsport restaurant will feature many new elements that can't be found at current Beef 'O' Brady's restaurants, including updated color schemes, a digital sports ticker and a community bulletin board, according to restaurant owner Tim Way.

"We're going to be the place where families, local sports groups and friends can come together and enjoy great food in a dynamic environment," said local owner, Tim Way. "There's a strong sense of excitement that's built into each Beef 'O' Brady's, and the energy at our new restaurant will be unmatched."

In addition to the refreshed prototype, Kingsport residents and visitors will be supporting a restaurant that builds its reputation on strong ties to community, including promoting philanthropic partnerships with local schools, youth sports leagues, and other community organizations and promotion of volunteerism.

"Regardless of the national economy, Kingsport continues to build momentum," City Manager John Campbell said. "Mr. Way and Beef 'O' Brady's location decision in Kingsport highlights that confidence and momentum. Similarly, (Food City CEO) Steve Smith likewise demonstrated great faith in Kingsport when he agreed to build 36,000 square feet of commercial retail space speculatively at the new Downtown Food City. In addition, Beef 'O' Brady's will add strength to the growing roster of downtown dining options, while continuing to demonstrate Kingsport is a destination dining location for the region."

In the past twelve months or so, 16 new Kingsport dining options have opened, featuring local, regional and national concepts, including; Biggie's Restaurant, Raw Bar & Tavern; Buffalo Wild Wings; Jersey Mike's; Longhorn Steakhouse; Nutty Java; Ozzy's Gyros; Saltwater Willy's; Sakura Japanese; Sweet CeCe's; Tamiko's; Tracy's Tea House; and Which Wich; with Babycakes Cupcakery; Heart & Soul Food; Mustard Seed; and The Bagel Exchange all opening downtown locations.

In Kingsport, Beef 'O' Brady's will be offering a re-engineered menu that features its famous wings, St. Louis-Style ribs with Sweet Baby Ray's® barbeque sauce, grilled shrimp available as a main dish or as a salad, a build your own Angus burgers option, affordable mix-and-match dessert combinations and more.

Beef 'O' Brady's is perhaps best known for its Buffalo chicken wings, created by founder Jim Mellody as he expanded on the original concept's beef and sandwich menu roster, while also pumping up the "kid appeal" of this unique concept by featuring a moderately priced kids menu and video games.

The company, headquartered in Tampa, Fla. has more than 210 locations in 21 states. Visit www.beefobradys.com for more information.