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ASHEVILLE'S BELOVED TUPELO HONEY CAFÉ TO OPEN NEW LOCATION

ASHEVILLE, NC (October 19, 2009) – Tupelo Honey Café, one of Asheville's favorite downtown restaurants, is opening a new location at 1829 Hendersonville Road in the city's south side. The restaurant is scheduled to open January 2010, according to Tupelo Honey owner Steve Frabitore.

“We realized there was a void in that side of town of independent restaurants,” said Frabitore, who is opening the new location along with managing partner Andy Settler. “People are also looking for the sort of locally grown, farm-to-fork food we serve at Tupelo, and I think we'll see customers who quickly become regulars at breakfast, lunch and dinner.”

Executive Chef Brian Sonoskus will transfer his menus to the new location and will continue to oversee his Sunshot Organics Farm, which provides some of the restaurants' produce. Sonoskus also works closely with other area farmers to create dishes that reflect the seasonal bounty of the Southern Appalachian region.

Positioned as “Asheville's New South Kitchens,” both restaurants will continue the flagship location's take on Southern fare with imagination, creativity and a hint of whimsy. “We want to bring some of downtown's color and eclecticism to the new location,” said Frabitore.

The second restaurant will also enable Tupelo Honey to broaden its customer base with its expanded seating for 170 and its ability to take reservations, something the downtown spot is unable to do due to size and the restaurant's popularity. The south restaurant will be able to accommodate groups, as well, and will, like the first location, offer breakfast, lunch and dinner Tuesday through Saturday and a brunch on Sundays.

Besides Frabitore and Settler, the design team for the new location includes Patti Glazer as lead architect and Kathryn Long of Ambience Interiors as interior designer. A new cookbook from the restaurant is being published by Andrews McMeel Publishing in Kansas City, MO, and is scheduled for release in spring of 2011.

For more information, menus and merchandise for sale, visit www.tupelohoneycafe.com

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