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FOR IMMEDIATE RELEASE

**Paula Deen's Family Kitchen to open In Destin Commons**

*Destin, FL August 7, 2018, Destin, FL...* Paula Deen and Destin Commons have announced plans to open the family-style restaurant at Destin Commons in Destin, Florida. Paula Deen's Family Kitchen is expected to open first quarter 2019 on South Street by Uncle Buck's Fishbowl & Grill.

"This is a fantastic opportunity for our shoppers to enjoy the warmth and hospitality created by Paula Deen while adding to the Destin Commons shopping experience," said Heather Ruiz, the outdoor lifestyle center's senior director of marketing and leasing. "Paula Deen's team delivers quality food, service and ambience at a great value, and we're excited to have them here, especially with occasional appearances by Paula Deen and their exhibition kitchen, a replica of Paula's kitchen in her home.

"I'm so looking forward to teaming up with Destin Commons and Phoenix Hospitality & Entertainment to bring the newest Paula Deen's Family Kitchen to my fans in the great state of Florida," said Deen. "Together we will provide a truly memorable experience for folks who enjoy delicious Southern comfort food, Southern hospitality and great entertainment"

Paula Deen's Family Kitchen exemplifies traditional Southern hospitality and brings her famous family recipes, including Paula Deen's Southern Fried Chicken to the restaurant table. "I have selected my favorite recipes to serve to my guests' family-style in an atmosphere just like my home. It's all you can eat, so come hungry y'all!" said Deen. The Destin restaurant is the latest announcement in a rapidly growing expansion of the Paula Deen's Family Kitchen brand, which also has locations in Pigeon Forge, Tennessee; Myrtle Beach, South Carolina; Fairview, Texas; San Antonio, and coming soon at Pier Park in Panama City Beach, Florida and OWA in beautiful Foley, Alabama.

"The 300-seat restaurant will be accompanied by a retail store featuring items hand-selected by Paula Deen to reflect her gracious taste and Savannah's rich cultural heritage. Many of her favorite products can only be found in the retail store inside of Paula Deen's Family Kitchen restaurants.

Phoenix Hospitality + Entertainment, and its subsidiary, PD Restaurants, LLC, bring more than 150 years of collective experience in the restaurant, hospitality and entertainment worlds to this special project in Destin, Florida.

"We are confident that the consistent high-quality food and service of Paula Deen's Family Kitchen will be warmly embraced in Destin at our newest location in Destin Commons," said Rajat Shah, founder and CEO of Phoenix Hospitality.

Award-winning Destin Commons, featuring over 90 stores and restaurants, is anchored by Bass Pro Shops; Belk; H&M; Uncle Buck's Fishbowl & Grill; the largest Lush in Florida; and AMC Destin, a 14-screen movie theatre. The outdoor lifestyle center also offers 70,000 square feet of Class A office space, free WiFi access, interactive pop fountain, and Pirate's Cove children's soft play area. Destin Commons is located at the corner of US Highway 98 and the Mid Bay Bridge Road. For additional information, call (850) 337-8700. visit [www.DestinCommons.com](http://www.DestinCommons.com), Facebook, Instagram or Twitter.

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**About Paula Deen**

Paula Deen has sold over 11 million copies of her 18 cookbooks. The Lady & Sons, the Savannah, Georgia, restaurant Paula founded with her sons, Jamie and Bobby Deen, remains one of the country's most popular regional restaurants. Launched in 2012, Paula's non-profit, Paula Deen's The Bag Lady Foundation, works tirelessly towards their mission to improve the well-being, health, and independence of women, children and families by focusing on nourishment and nurturing. In 2015, Paula premiered her first show on E! Network, an at-home shopping network, and competed in the twenty-first season of ABC's hit show "Dancing with the Stars." Her 2017 cookbook, *At the Southern Table with Paula Deen*, features 150 classic recipes and debuted at #1 on Amazon's Hot New Releases for Cookbooks. During the last couple of years, Paula has opened five new restaurants, including Paula Deen's Family Kitchen in Pigeon Forge, TN; Myrtle Beach, SC; Fairview, TX; San Antonio, TX; and Paula Deen's Creek House in Savannah, GA. She recently launched her new syndicated lifestyle show, *Positively Paula*, as well as a brand-new website. Deen's robust social media following includes Facebook (4,572,949 likes), Twitter (1.45 million followers), Instagram (164,000 followers), and Pinterest (289,246 followers). Paula Deen Ventures is headquartered in Savannah, Georgia, with offices in New York and Tennessee. To learn more about Paula, visit [PaulaDeen.com](http://PaulaDeen.com).

**About Destin Commons**

Voted "Best Place to Shop" by readers of Emerald Coast Magazine, award-winning Destin Commons in Destin, Florida, continues to set the standard as Northwest Florida's premier open-air lifestyle center. Set on 56 acres, the architecturally unique property managed by Turnberry Associates in partnership with Legendary, Inc., features more than 90 stores and restaurants offering the finest shopping, dining and entertainment, including Bass Pro Shops; Belk; H&M; Uncle Buck's Fishbowl & Grill; the largest Lush in Florida; and AMC Destin, a 14-screen stadium style movie theatre. Destin Commons also offers 70,000 square feet of Class A office space, free WiFi access, interactive pop fountain, and Pirate's Cove children's soft play area. Destin Commons is located at the corner of US Highway 98 and the Mid Bay Bridge Road. For additional information, call (850) 337-8700 or visit [www.DestinCommons.com](http://www.DestinCommons.com), Facebook, Instagram and Twitter.

**About Phoenix Hospitality and Entertainment, Inc.**

Phoenix Hospitality & Entertainment, [www.phoenixhe.com](http://www.phoenixhe.com), is one of the top emerging hospitality and entertainment companies in the United States. The company is focused on bringing the "next" level of family and group dining, retail and entertainment to your community. Phoenix Hospitality & Entertainment works closely with celebrity and athletic brands to create and establish multi-generational experiences.

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