



Paula Deen's FAMILY KITCHEN

NEWS RELEASE

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Paula Deen's Family Kitchen opening at Branson Landing

Family-style, southern comfort food creates an experience like any other

BRANSON, MO-Southern-inspired, mouth-watering dishes created by Paula Deen and her family will soon be available to the visitors of Branson, MO. The stunning 15,696 square-foot restaurant opens Monday, September 2, on the north end of Branson Landing.

The family-style concept is sure to make everyone's experience at Paula Deen's Family Kitchen meaningful and unique. Guests can help themselves to endless portions of delicious, southern food as they pass dishes around with family and friends in a setting that feels like home. Entree, side dish, and dessert recipes are pulled from the pages of Deen's cookbooks, including favorites such as her southern fried chicken. In fact, when she visits her Family Kitchen locations, she enjoys making her way back to the kitchen to show them how it's done.

"Opening a door to a new restaurant never gets old," Paula Deen said. "I had the opportunity to visit Branson and I knew it would be a perfect fit."

Paula Deen's Family Kitchen successfully captures the elegance and history of Savannah, Georgia. Deen's first restaurant, The Lady & Sons, officially opened in downtown Savannah in January 1996. The thriving restaurant had its roots as a lunch delivery service out of Deen's home beginning in 1989. Current Paula Deen Family Kitchen locations include: Pigeon Forge, Tennessee, Destin, Florida, Panama City Beach, Florida, Myrtle Beach, South Carolina and Branson, Missouri.

"I have been humbled and overwhelmed by the amazing success of Lady & Sons and Family Kitchen and look forward to this new partnership," Deen said.

At Paula Deen's Family Kitchen restaurant, guests enter and exit through a Paula Deen retail store. Deen has hand-selected every item to reflect Savannah's rich cultural heritage and luxurious tastes, steeped in decades of her family's culture. In the store, guests can purchase all of Paula Deen's products, including cookbooks, aprons and cookware. Many of the products will be found exclusively in her retail stores.

"We are very excited to welcome Paula Deen's Family Kitchen to Branson Landing. This is a fantastic opportunity for guests to enjoy the warmth and hospitality created by Paula Deen as we bring her kitchen to people in the Branson area. The restaurant's unique family-style southern food is a great

addition to the development and a perfect fit for Branson as a family vacation destination,” said Rick Huffman, President and CEO of HCW, LLC. Branson Landing is owned and operated by HCW, LLC.

The restaurant will bring more than 100 jobs to the area as well as sales tax revenue, which will contribute to the local economy.

To learn more about Paula Deen’s Family Kitchen, visit www.pauladeensfamilykitchen.com.

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Paula Deen Biography

Paula Deen is a restaurateur, television personality, New York Times’ Best-Selling author, and American icon, living in Savannah, Georgia, with her husband, Michael Groover.

After starting her professional cooking career with her home-based catering company, The Bag Lady, Paula opened a small restaurant at a Best Western motel, The Lady, which eventually became her flagship restaurant with Bobby and Jamie, The Lady and Sons, five years later. Following the immediate acclaim of her restaurant, she published her first cookbook, 1998’s *The Lady and Sons Savannah Country Cookbook*, made an appearance on QVC, and in 1999, *USA Today* food critic Jerry Shriver named The Lady and Sons “International Meal of the Year.” Since then, she’s hosted multiple television shows, written 18 books, and opened eight new restaurants with two more on the way. Her newest book, *Paula Deen’s Southern Baking*, is set to come out in September 2019.

Paula has been fortunate to develop product lines for everything from the kitchen and home to clothing, beauty, games, and pet foods and treats. Ever grateful for all she has been blessed with, Paula and her family continue to give back to the community. In 2012, Paula launched The Bag Lady Foundation, supporting issues of hunger that affect women and families across the country.

About HCW

HCW is a nationwide real estate property development, management and hospitality company with offices in Wichita, KS, Branson, MO and Phoenix, AZ. Our diverse portfolio spans from full-service hotels to entertainment districts. For more information about HCW please visit www.hcwdevelopment.com or call 417.332.3400.

About Branson Landing

Branson Landing is a \$435 million – 95 acre public/private project spanning 1.5 miles of waterfront on the beautiful Lake Taneycomo, adjacent to historic downtown Branson, owned and operated by HCW, LLC. Branson Landing is home to over 100 shops, restaurants, and attractions, as well as the Hilton Promenade Hotel and a \$7.5 million water and fire spectacular, anchored by Bass Pro Shops and BELK.

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