

Paula Deen's Family Kitchen to open in San Antonio Bass Pro Shops

NEWS RELEASE

FOR IMMEDIATE RELEASE

JANUARY 4, 2018 SAN ANTONIO – Paula Deen's Family Kitchen and Bass Pro Shops today announced plans to open the family-style restaurant inside Bass Pro Shops Outdoor World in San Antonio. Paula Deen's Family Kitchen is expected to open in Spring 2018 and marks the first of its kind to open within a Bass Pro Shops nationwide.

"This is a fantastic opportunity for our customers to enjoy the warmth and hospitality created by Paula Deen while adding to the Bass Pro Shops experience in San Antonio," said Jesse Pompa, General Manager of Bass Pro Shops Outdoor World – San Antonio, "Paula Deen's team delivers quality food, service and ambience at a great value and we're excited to share that with our customers."

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, Y'all, and as sure as day follows night, dessert is served!" said Deen.

The San Antonio restaurant will be the newest Paula Deen's Family Kitchen, which also has locations in Pigeon Forge, Tennessee and Myrtle Beach, South Carolina; and one soon to open in Fairview, Texas.

"I'm so looking forward to teaming with Bass Pro Shops and Phoenix Hospitality & Entertainment to bring the newest Family Kitchen to my fans and Bass Pro Shops customers in the great state of Texas," Paula Deen said. "Everyone in my family just loves Bass Pro Shops! Together we will provide a truly memorable experience for folks who enjoy delicious Southern comfort food and the great outdoors."

The restaurant will be accompanied by a retail boutique featuring items hand-selected by Paula Deen to reflect Savannah's rich cultural heritage and her gracious tastes. Many of her favorite products will only be found in the Family Kitchen retail boutiques.

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 San Antonio.

"We are confident that the consistent high-quality food and service of Paula Deen's Family Kitchen will be warmly embraced in San Antonio and by Bass Pro Shops

customers,” said Rajat Shah, founder and CEO of Phoenix Hospitality.

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About Bass Pro Shops

Bass Pro Shops is North America’s premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father’s liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired Cabela’s to create a “best-of-the-best” experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America’s Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as “one of America’s Best Employers.”

About Phoenix Hospitality and Entertainment, Inc.

Phoenix Hospitality & Entertainment, 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.

About Paula Deen

Paula Deen is one of the most famous and beloved celebrity chefs in the world. Over 11 million copies of her cookbooks have been sold, with her latest book, *At the Southern Table with Paula Deen*, released in September 2017. The Lady & Sons, the Savannah restaurant Paula founded in 1996 with her sons, Jamie and Bobby Deen, remains one of the country’s most popular restaurants. The business lines of her company (Paula Deen Ventures) include television shows such as *Positively Paula* and *Sweet Home Savannah*, as well as restaurants, retail stores, and a wide variety of branded product lines, including food, kitchen, home décor, furniture, bedding, and other lifestyle products. Paula Deen Ventures is focused on expanding the Family Kitchen concept to reach her millions of loyal fans throughout the United States. Paula Deen Ventures is headquartered in Savannah, with offices in New York and Tennessee.

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