

MEDIA CONTACT

Jennifer Motruk Loy
Farmers Restaurant Group
jennifer@vsag.com
202.903.0389



NORTH DAKOTA FARMERS UNION AND FARMERS RESTAURANT GROUP ANNOUNCE NEW RESTAURANT FOR WASHINGTON HARBOUR IN GEORGETOWN

Former Farmers & Fishers Space to Open As Farmers, Fishers & Bakers in Late Fall 2012

WASHINGTON, D.C. – Today, the North Dakota Farmers Union and the Farmers Restaurant Group (FRG), the operations and management company behind the success of Founding Farmers, announces the opening of its newest restaurant in the D.C. area, Farmers, Fishers & Bakers (FF&B) in late fall 2012, in the Washington Harbour complex in the Georgetown Waterfront. One year and one day ago, a devastating flood destroyed the Farmers & Fishers restaurant, but FRG is prepared to start construction as early as next week on the project to reach the opening date goal.

“We are thrilled that our lease has been finalized and that we are moving full steam ahead with our new Farmers concept,” said Dan Simons, concept developer and managing partner of Founding Farmers and FRG. “So many people have told us that they really missed Farmers & Fishers, so we’re confident that Farmers, Fishers & Bakers will bring them back to see what’s new, and to experience the best American-focused dining in the Washington Harbour.”

“The North Dakota Farmers Union and the Farmers Restaurant Group has been an excellent tenant at Washington Harbour,” said Bob Murphy, managing partner of MRP Realty, owner of Washington Harbour. “MRP has worked diligently and side by side with them, especially in the last year as we created new designs and plans for both the restaurant and the improvements to the plaza – which will very shortly be completed for the enjoyment of all visitors. We thank and congratulate Dan Simons and the whole team at FRG as we celebrate this next chapter and what will be a bustling-and exciting fall and winter season ahead here at the Harbour.”

The architecture and design of the restaurant has been completed by GrizForm Design Architects, an award-winning Washington, D.C. based firm. Post-flood demolition provided the opportunity to completely open up the 9,800 square foot space and insert a contemporary, yet comfortable well-fit look and feel to the space that can be described as modern urban barn loft with a bit of whimsy and character. The space will be ideal for groups, with a semi-private dining room for up to 30, and numerous combinations of seating options in booths, at high tables and at the bar and sushi bars. An outdoor patio space on the newly renovated Washington Harbour Plaza will accommodate seasonal dining nearly year-round.

Seating capacity has been planned for approximately 320 guests between interior and exterior spaces, and products and materials will be sourced with eco-friendly sustainability in mind, from reclaimed and recycled elements to high-efficiency lighting, in attempts to attain LEED Gold

certification from the US Green Building Council.

The menus have been developed around a similar American farmland-inspired selection as is found at sister Founding Farmers restaurants, but will be entirely different, with a wider variety of regionally inspired cuisines and food type options that center around a larder – a pantry – of fresh and preserve items. The larder holds everything from fruits and vegetables to fresh breads, cured meats, cheeses, and an assortment of pickled, apple'd, and preserved sauces, dressings, chutneys and more that become essential components of the dishes.

The restaurant will be open for lunch and dinner seven days a week, and will offer a Farm stand-inspired buffet brunch on Saturdays and Sundays. A section of the extensive bar will include a sushi bar, where guests can dine and drink in front of fresh sushi preparation, and a pastry and dessert studio will be visible to guests, with a large bakery behind it for the production of all types of scratch-baked goods for the three Farmers restaurants.

An extensive Bar and Beverage program designed by award-winning FRG Chief Mixologist Jon Arroyo will be beer-centric, with about 25 American craft beers on tap, and beer cocktails in addition to a variety of the famous handcrafted drinks that Farmers Restaurant Group is known for, with hand-squeezed and housemade ingredients. A wine list including domestic and international varietals will round out the selection.

For more information and updates on the new restaurant, visit WeAreFoundingFarmers.com.

#

ABOUT FARMERS RESTAURANT GROUP

Farmers Restaurant Group (FRG) is a concept development, operations, and management company established on a platform of farm-inspired American true food and drink in modern, casual, and eco-friendly settings. FRG's leadership and development team created the internationally recognized, award-winning Founding Farmers restaurant in the heart of Washington, D.C., which opened in 2008 and is the first upscale-casual, full-service LEED Gold restaurant in the country, as well as the most-booked restaurant on OpenTable since January 2011. FRG works with an ongoing commitment to supporting American family farmers with exceptional culinary and mixology programs and a dedication to sourcing regionally and seasonally whenever possible. Visit WeAreFoundingFarmers.com to learn more. Twitter: @FoundingFarmers.

#