

## FOR IMMEDIATE RELEASE

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### **BULL CITY BURGER AND BREWERY OPENING IN DOWNTOWN DURHAM, NC**

[Durham, NC August 23, 2010] - Seth Gross, co-founder of Wine Authorities retail wine shop in Durham, NC, is launching his own independent, family-style restaurant featuring house made hamburgers and hotdogs from North Carolina grass fed beef, and freshly brewed beer from an on premises full-scale brewery. Bull City Burger and Brewery will be located at 107 E. Parrish Street, Durham, NC within the Rogers Alley project, a trio of landmark, historic buildings sustainably redeveloped by Greenfire Development in 2009. The projected opening date is February 2011. Bull City Burger and Brewery will serve lunch and dinner seven days per week.

The restaurant and brewery will embody the farm-to-fork philosophy. "If it's on the menu at Bull City Burger and Brewery, we most likely will have made it from scratch or bought it locally," said Gross. "We'll grind the beef daily, make the buns, make the mustard, make the ketchup, pickle the pickles and stuff our all-beef hotdogs. No corn syrup, no added hormones, no antibiotics and, we will focus on making the best burger and hotdog we can produce." Bull City Burger and Brewery will work with local farmers to source as much of the produce as possible for the restaurant.

The restaurant will seat about 90 guests with a bar, outside patio dining, a private dining area available for business meetings or private events complete with video screen and digital projector, as well as a children's play area to keep things family friendly. The brewery will produce six beers on tap featuring ales and lagers with styles changing seasonally. The approach to wine will also be well crafted as Gross will use his years of wine experience - along with Wine Authorities retail wine shop - to select wines served from an Enomatic self-serve wine machine.

Gross is a graduate from the Culinary Institute of America in Hyde Park, NY. He holds a BS in Microbiology from the University of Florida, and has professionally brewed beer under Greg Hall at Goose Island brewpub in Chicago, IL. During his tenure at Goose Island, Gross created recipes that earned gold medals at the Great American Beer Festival in Colorado. Seth Gross will remain an active co-owner of Wine Authorities.

Greenfire Development is a Durham, North Carolina-based community development company. It is focused on the revitalization of underutilized and historic inner-city properties in Durham's City Center. For more information about the company, visit [www.greenfiredevelopment.com](http://www.greenfiredevelopment.com).

For more information contact Seth Gross at [moocow@bullcityburgerandbrewery.com](mailto:moocow@bullcityburgerandbrewery.com) or visit the website [www.bullcityburgerandbrewery.com](http://www.bullcityburgerandbrewery.com).

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