



PRESS RELEASE

FOR IMMEDIATE RELEASE

PAULA DEEN'S FAMILY KITCHEN TO OPEN AT BRANSON LANDING!

BRANSON, MO (July 11, 2018) – Branson Landing is proud to announce that Paula Deen's Family Kitchen will soon be opening their doors to the residents and visitors of Branson, MO. The new 15,696 square-foot restaurant is expected to open in late Spring 2019. The restaurant will be located on the North end of Branson Landing across the Promenade from Belk in a new 18,747 sq ft building. The addition of Paula Deen's Family Kitchen will afford even more opportunities to take in the picturesque lakeside views while enjoying a delicious Southern-style meal.

The remaining 3,051 sq ft will be retail space featuring items that have been hand-selected by Paula Deen to reflect her gracious taste and Savannah's rich cultural heritage. Many of her favorite products will only be found in the retail store inside of Paula Deen's Family Kitchen restaurants.

"We are very excited to welcome Paula Deen's Family Kitchen to Branson Landing. 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," stated Rick Huffman, President and CEO of HCW, LLC. Branson Landing is owned and operated by HCW, LLC.

"I'm so looking forward to bringing the newest Paula Deen's Family Kitchen to my fans living in or visiting Branson, Missouri," said Deen. "Together with the team at Branson Landing, we will provide a truly memorable experience for folks who enjoy delicious Southern comfort food, family vacations 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 Branson 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; Dallas, Texas; and San Antonio, Texas and are currently planning to develop over the next year in locations such as Alabama, Florida and Tennessee.

The transaction was handled by Jack Ward Real Estate and Ledonna Sponberg of CBRE's Phoenix office.

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.

About HCW, LLC

HCW, LLC is a nationwide real estate property development and management company with offices in Wichita, KS, Branson, MO, and Phoenix, AZ. Our diverse portfolio includes full-service and select-service hotels, retail commercial, multifamily condominiums and apartments, rental homes, and a top-ranked golf course community. For more information about HCW, LLC, please visit www.HCWDevelopment.com or call 417.332.3400.

About Paula Deen's Family Kitchen

At Paula Deen's Family Kitchen, guests will enjoy classic Deen family recipes in a unique family-style setting just like they do in their very own homes. We serve up endless portions of Southern-Style entrees and side dishes, and every visitor ends their meal with a dessert of their choice! Our restaurant brings friends and families together over a meal, while offering up a one-of-a-kind dining experience you're sure to remember.

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 *EVINE*, 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.