

bread & butter concepts

600 Ward Parkway, Kansas City MO 64112

MEDIA CONTACT:

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GRAM & DUN OPENING PRESS RELEASE

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Plaza Welcomes Gram & Dun

KANSAS CITY, KS (November 15, 2011) – Gram & Dun, Kansas City’s original gastropub, opens its doors to the public on Tuesday, November 22, 2011, as the place where comfort and sophistication conjoin. Designed by Bread & Butter Concepts to meet the standards of fine dining without losing the feel of a public house, the Gram & Dun menu presents the gastropub: not solely a bar and not just a restaurant, it’s a hybrid, offering a casual-meets-refined atmosphere that welcomes beer drinkers and wine snobs, open-minded eaters and foodies alike.

The first Bread & Butter Concepts restaurant, BRGR Kitchen + Bar, opened just over a year and a half ago in Prairie Village, KS, and paved the way for Urban Table and Gram & Dun to follow. Patrons know to expect high quality dining in a relaxing environment from Bread & Butter Concepts, and Gram & Dun will be no disappointment. The location in Country Club Plaza is ideal for both casual visits and destination nights out, and the patio is destined to be a Kansas City favorite.

Gram & Dun has partnered with Emilie Rosebud Diabetes Research Foundation (ERDRF) for the events surrounding its opening. Based in Kansas City, ERDRF’s sole mission is to find a cure for diabetes and eventually eradicate the disease. Patron donations and proceeds from alcohol sales during Gram & Dun’s opening events will go directly to ERDRF and its cause.

Gram & Dun is focused on pairing beer, wine and cocktails with meals in order to ensure a complementary experience. To this end, the libations menu provides a variety of drinks from all three categories. Beer lovers will find selections ranging from Founders Breakfast Stout to Goose Island Matilda and Ayinger Celebrator Doppelbock. The wine list covers the spectrum from Avela white and Evodia Garnacha to 2008 Ramey Chardonnay and 2007 Shafer Cabernet Sauvignon. The bartenders will have some fun as well with several specialty drinks including the Corner Cocktail with honey and pomegranate puree, and the Ginger Rogers with ginger syrup and ginger ale.

The menu at Gram & Dun tempts guests with plates such as Shrimp Fries, French Onion Dumplings, Blackened Shrimp and Grits, Double Pork Chop, and the Flat Iron Steak Chimichurri Salad. With sides to share like Black’n Cauliflower, Creamed Bacon Brussel Sprouts, and specialty Seasoned Steak Fries, there’s something for every taste at Gram & Dun.

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GRAM & DUN OPENING PRESS RELEASE (continued)

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Whether for a quick stop or a social evening, patrons will feel welcome and relaxed in Kansas City's original gastropub. It is bound to become a regular place for guests who enjoy the warm feel of casual atmosphere and excellent service. Gram & Dun: a casual sophisticated gastropub & lounge.

Gram & Dun, Kansas City's original gastropub offering a casual-meets-refined atmosphere, can be found at 600 Ward Parkway in the Country Club Plaza, Kansas City, Missouri. We're open 11am to 1:30am every day. Happy hour is Monday-Friday 3-6pm. Dress is smart casual. For more information, call 816-389-2900, visit us online at gramanddun.com or email info@gramanddun.com. Also, follow us at twitter.com/gramanddun and at facebook.com/gramanddun.

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GRAM & DUN FACT SHEET

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DATE OPENED	Tuesday, November 22, 2011
OWNERSHIP	Bread & Butter Concepts: Alan Gaylin, Glynn & Jean Roberts
KEY PERSONAL	Jason Kinslow, general manager Michael Scherzberg, assistant general manager Brian Wilson, manager Brittany Socha, manager Corey Lee, manager Bradley Gilmore, executive chef Lauren Martin, executive sous chef Nathan Nichols, sous chef
CONTACT INFO	600 Ward Parkway Kansas City MO 64112 Phone 816-389-2900 Email info@gramanddun.com Website gramanddun.com
DRESS	Smart casual
SEATING	145 dining room 50 bar 100 patio
PRICE RANGE	\$12-25 per person
SMOKING POLICY	Smoking is allowed outside building per Missouri law
PARKING	street, valet, or plaza parking structures
RESERVATIONS	Accepted by calling 816-289-2900
CREDIT CARDS	American Express, MasterCard, Visa, and Discover

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GRAM & DUN FACT SHEET (continued)

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HOURS	Business Hours: Every day, 11am - 1:30am Kitchen Hours: Sunday-Thursday 11am - 10pm, Friday & Saturday 11am - 11pm
CUISINE	Contemporary American, Gastropub
LIBATIONS	Over 60 wines from around the world: 25 wines by the glass including exclusive, boutique vineyards and classic greats; 12 unique drafts and 40 bottled beers; 14 house-crafted specialty cocktails.
SIZE	10,000 square feet
DESIGN	Realm Architecture & Design, Phoenix, AZ
INTERIOR	casual urban sophistication
BRANDING	Bread & Butter Concepts
TARGET MARKET	Upper middle income, foodies, visitors
POSITIONING STATEMENT	a casual sophisticated gastropub & lounge

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GRAM & DUN FACT SHEET (continued)

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OUR STORY

Gram & Dun is an American gastropub with culinarily-driven fare, paying special attention to pairing food with libations. It's a place "for the people" where we can relax and enjoy the neighborhood vibe while we test theories of food, drink and the evolution of good times. People need a place that calls to them when they find the time to relax, shrug off the day, and savor a meal that's unique and extraordinary; a place where they feel they belong. Gram & Dun provides that welcome invitation and much more. Our local owners and staff bring a unique, modern environment to this ideal Plaza location where we have revived the best patio in town, making Gram & Dun an enticing landmark for locals and visitors alike. In addition, Gram & Dun honors the traditional by bringing revered dishes to the forefront and adding our own special touch, and welcomes seasonality by adjusting to the natural changes our tastes succumb to as the year progresses, all in an effort to provide the best to patrons with exquisite taste. We'll be open daily for lunch, drinks and dinner. Gram & Dun: Kansas City's original gastropub.

GASTROPUB

Welcome to the gastropub. Not solely a bar and not just a restaurant, the gastropub is a hybrid, offering a casual-meets-refined atmosphere that welcomes beer drinkers and wine snobs, open-minded eaters and foodies alike.

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GRAM & DUN BIOGRAPHIES

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ALAN GAYLIN

Alan Gaylin was born July 26, 1953 in Houston, Texas. He has been in the restaurant business long enough to know what he likes and what he doesn't. It is with this knowledge that he partnered with long-time friends Glynn & Jean Roberts to present Gram & Dun, an American gastropub, after success with their other endeavors, BRGR Kitchen + Bar and Urban Table. Gaylin and G. Roberts have been friends since junior high school, and share a passion for high quality food and thoughtfully paired libations. Combining this passion with a desire to invite patrons into a warm, relaxed environment where they can shrug off the stress of the day is what brought about Gram & Dun, a casual sophisticated gastropub and lounge.

Gaylin attended the University of Texas and worked as a server for Pelican's Restaurant. While still in college he was promoted within the company, becoming a General Manager and eventually Director of Operations after graduation.

Gaylin's experience with restaurants has been extensive ever since, and he has held various positions including Owner/Operator, Director of Operations, Managing Partner, COO and Vice-President of Operations, and Owner in various restaurant companies. He served as a Senior VP of Operations at Kansas City-based Houlihan's where he was part of the rebranding of the company.

Gaylin brings all of his experience to Bread & Butter Concepts with the intention of establishing a restaurant group that can grow throughout the Midwest and is excited about being a part of the Kansas City community.

Gaylin is married to Bridget Grams, a very successful business woman who restructures leases for large retail and restaurant clients. They reside in Kansas City, MO where Bridget grew up and graduated from St. Teresa's Academy and University of Missouri, and in Phoenix, AZ with their Shih Tzu, Behr.

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GRAM & DUN BIOGRAPHIES (continued)

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S. GLYNN ROBERTS

Glynn Roberts was born April 3, 1953 and grew up in Tyler, Texas. He has shared the vision of opening a restaurant that combined classic American menu items and a modern touch with Alan Gaylin, co-founder of Bread & Butter Concepts, and long time friend.

Roberts received a BBA, with a major in marketing, from the University of Texas at Tyler in 1977 and an MBA, with honors, from the University of Houston in 1991.

Roberts has been a successful land man in the oil and gas business since 1979. In 1994 he formed Northstar Interests, L.C. which grew into Northstar GOM, LLC through small, strategic acquisitions until it was acquired by Dynamic Offshore, in 2008. As CEO, Roberts continues to expand and cultivate Northstar Offshore Energy Partners, LLC.

In 2011, after success with their other endeavors, BRGR Kitchen + Bar and Urban Table, Roberts and Gaylin envisioned a warm, inviting pub atmosphere with the best food around. They saw a need to present patrons with the comforts that are often lost in the cold décor of many modern establishments. Through this vision, Gram & Dun, the group's third endeavor, was born, focusing on the best in food paired with the best in drink.

Mr. Roberts and Jean Roberts, an independent film producer and former research director of Fox and ABC stations in Houston, have two sons, Sean and Ryan. They are active in school and community affairs and have served on the board of school and youth sports organizations.

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BRADLEY GILMORE

Bradley Gilmore was born in Pittsboro, NC, on April 6, 1982. He was raised in North Carolina and attended college for computer programming before realizing that his passion lay elsewhere. Brad relocated to Kansas City to pursue a career in the culinary industry, and attended the Johnson County Community College Food Management Program, completing an internship under Chefs Michael Peterson and Marco Valliani. When school hours did not allow him as much kitchen time as he felt he needed in order to hone his craft, Brad left school and became a fulltime Line Cook at Grand Street Café in Country Club Plaza.

Brad remained with the PB&J corporation, moving from Line Cook to Sous Chef at Yia Yia's Euro Bistro. In 2004, Brad left PB&J to work at CHOP! Inc., where he specialized in elite, extravagant catering. He then moved to an Executive Chef position assisting in developing, opening and operating a Soul/Caribbean food restaurant called the Mango Room.

In 2006, Brad became Sous Chef at a new fine-dining seafood concept called Trezo Mare. He moved from Sous Chef to Chef De Cuisine and Executive Chef, tweaking concept, menus and recipes to reflect his vision of fine dining in an affordable atmosphere. In 2009, Brad was promoted to General Manager. He utilized charm and people skills in conjunction with a detailed management approach and culinary talents to fuse the service staff with the kitchen staff, creating a cohesive and effective operating style.

Brad joined Bread & Butter Concepts in 2010 as Executive Chef of BRGR Kitchen + Bar. Looking for a well-rounded experience and room to practice all aspects of his craft, Brad moved his talents to Urban Table. It was with great enthusiasm that he and Alan Gaylin sculpted the menu for the new concept to showcase Alan's tastes and Brad's talent. His next move, to Gram & Dun, seemed a natural fit, and so he worked again with Gaylin to craft the menu and bring to life the newest member of the Bread and Butter family.

Brad lives in Kansas City with his wife Lara who is a successful Program Manager of a homeless shelter for area youth. Their Chihuahuas, César and Jesús, cuddle them on their days off.

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GRAM & DUN BIOGRAPHIES (continued)

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JASON KINSLOW

Jason Kinslow's restaurant management career began in 2002 in Sacramento, California at The Rusty Duck, where he supervised front and back of the house activities, as well as 40 employees. Since that time, Kinslow has collected experience at establishments ranging from On the Border and Old Chicago to more upscale endeavors including Trezo Mare in Kansas City and Jovian Taphaus Grill in Madison, Wisconsin. Additionally, his experiences are myriad, running the gamut from trainer to ordering and inventory to restructuring programs and concept development. All of his stops on the way have melded into a broad understanding of the restaurant and bar industry, and have made him the ideal General Manager of Gram & Dun.

Kinslow has been with Bread & Butter Concepts since June of 2010, working as a manager at both BRGR Kitchen + Bar and Urban Table as he prepared to take the helm of Gram & Dun as General Manager. His diverse restaurant experiences provide him with the background to successfully see to the comfort and contentment of guests with diverse needs, and his oversight will ensure that the highest quality food, beverage and staff are prepared to greet patrons of the newest Bread & Butter Concepts restaurant, Gram & Dun: Kansas City's original Gastropub.

Jason was born in Lenexa, Kansas. He has spent most of his life here. His restaurant career began in a small deli when he was just 15 years old. He now lives in Waldo with his two beautiful golden retrievers.

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LAUREN MARTIN

Lauren Martin, Gram & Dun's Executive Sous Chef, brings a wealth of experience and an exciting energy to her position. Her experiences have taken her to Denver, Colorado and the Adams Mark Hotel, and throughout the Kansas City metropolitan area. Most recently she worked as interim Executive Chef at Kona Grill in Kansas City, MO. Ms. Martin's background includes creating specialty dishes that meet demographic expectations as well as ensuring top notch service from her staff. Her education at Johnson & Wales University and her variety of restaurant experience have provided her with an eye for the type of detail that visitors to Gram & Dun expect.

Ms. Martin was born in Olathe, Kansas, the youngest of three siblings. She lives in Kansas City with Roxy, her Pekingese, and Napoleon, her French bulldog.

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