



## WONDERKID, THE DINER REIMAGINED, TO OPEN LATE NOVEMBER

*The New Concept From Big Citizen, In Partnership With King Of Pops, Will Serve Up Diner Favorites*

**ATLANTA** – There’s a new (Wonder)kid on the block. Wonderkid, the highly anticipated concept in Atlanta Dairies, is officially set to open later this month. Located in the booming heart of Reynoldstown and with roots reaching out to neighboring Cabbagetown, Grant Park, East Atlanta, Old 4<sup>th</sup> Ward and Inman Park, Wonderkid will serve as a cornerstone for the community. For Big Citizen (Darren Carr and Eric Simpkins) and King of Pops (Steven and Nick Carse), this is not about bringing another trendy restaurant to the block but instead, creating a space for meaningful connection in an ever-evolving neighborhood. The two Atlanta companies, who have previously worked together, stumbled upon this collaboration when they were both interested in the same space at the Memorial Drive mixed-use development. They quickly decided they could make something better together, and Wonderkid was born.

“It was important to all of us to cultivate a spot that felt very much local, for the city. By incorporating diner elements that inherently resonate familiar and authentic, we want regulars – whether they hail from diner experiences on the West Coast, East Coast, or somewhere in between – to make a home and memories at Wonderkid,” said Big Citizen Co-Founder, Darren Carr.

A contemporary spin on the classic diner, Wonderkid elevates the retro vibes with dreamy mid-century tones, textures and playful bohemian accents. In its airy 4800 square footage, Smith Hanes has designed a space that is equal parts intimate and bold. Historic exposed brick walls from the original dairy plant serve as backdrop for a row of perfectly worn in leather booths, classic tabletop dining room, and mid-century toned tiles of the swivel bar-top seating. Wonderkid also offers outdoor seasonal patio dining, and private dining is available for large groups and parties in the aptly named “Rainbow Room.”

The overall playfulness and nostalgia of the space sets the groundwork for the reimagined menu – featuring fresh takes on classic comfort food and baked goods, an extensive list of cocktails, alongside the debut of King of Pops soft serve, Wonderkid is so much more than the standard highway exit diner. With Justin Dixon at the helm as Wonderkid’s executive chef (previously at Shed at Glenwood and Bully Boy), the menu will include a creative spin on diner food served all day, thoughtful evening seasonal specials, and late-night staples reminiscent of classic diner fare.

The bar program, led by Beverage Director Taylor Blackgrave, will offer a rotating cocktail menu entitled “Now Playing,” featuring drinks inspired by great music albums, including frozen ice cream cocktails made with the soft serve from King of Pops – in addition to an extensive cocktail list, a wine program featuring a curated selection of mostly American wine, and a diverse selection of non-alcoholic beverages like fresh juices and zero-proof cocktail creations inspired by old-fashioned soda shops.

The menu rounds out with delicious desserts including homemade pies and cakes by Pastry Chef Sarah Hagamaker, and the first-ever King of Pops soft serve. King of Pops will be sourcing grass-fed Georgia dairy and single source fruits to reimagine the amazing pop flavors fans have loved and longed for over the years. Starting with the classic chocolate and vanilla they will also be adding non-dairy, fruit only options such as raspberry and pineapple that will swirl with their appropriate counterpart. They will have Standard, Special, and Supreme offerings hand created in the KoP kitchen. In addition to soft serve there will be an ever-rotating selection of their signature pops.

“Since we started the King of Pops journey, our purpose has been to create unexpected moments of happiness, and Wonderkid is like a playground for your inner-kid. Working with Big Citizen to create a space that is not only fun, but so locally focused is a dream come true,” said King of Pops’ Steven Carse. “At its core, Wonderkid is for everyone.”

Wonderkid will be open 8am-11pm Sunday to Thursday, and 8am-12am Friday and Saturday. Chef Dixon’s menu will feature an “Always Wonderful” menu, including crowd-favorite breakfast items and the Wonderburger available from open to close seven days a week, an expanded breakfast menu from 8am-11am, and a “Basically All-day” menu from 11am-10pm serving modern plates inspired by classic diner fare. In addition, specials will rotate every shift, and a substantial menu of *extra special* late-night offerings will be available.

Follow along on [Facebook](#) and [Instagram](#), and stay tuned for the official opening date. Photos and interviews available upon request.

**About Big Citizen:** Founded by Darren Carr with partner Eric Simpkins, Atlanta-based Big Citizen was established in 2017. Created with a purpose to make their passions a reality, the creative partnership has opened American eatery [The Lawrence](#) in Midtown, Viet-Cajun joint [Bon Ton](#) in Midtown, hosted Atlanta's beloved Christmas themed pop-up bar known as [Miracle Bar and Sippin Santa](#) since 2017, and is now opening [Wonderkid](#), with plans for a yet-to-be-named downtown art-inspired bar to open in 2020.

**About King of Pops:** King of Pops, the premier Atlanta-based pop company, was established by brothers Steven and Nick Carse in 2010. Their business consists of pushcarts, bars, catering and wholesale. Product can be found at carts under the rainbow umbrella or in urban markets, natural food stores, restaurants, and Whole Foods Markets throughout the South. They also have a walk-up window in Inman Park, Atlanta and two bars featuring "POP-TAILS, SLUSH-TAILS, & HOT-TAILS" at Ponce City Market. Since starting King of Pops in Atlanta they've expanded with hubs in Charleston, SC, Charlotte, NC, Nashville, TN, and Richmond, VA and grown into other ventures including King of Pups (frozen dog treats), King of Crops (the world's first pop farm), Tree Elves (Christmas tree delivery), and Perfect 10 Foods (regional specialty food distribution). Head to their [website](#) for more information.

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