



For Immediate Release...

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WESTSIDE MOTOR LOUNGE FOOD & BEVERAGE OFFERINGS SHINE WITH SOUTHERN SPINS ON CLASSICS

The 3-Acre Destination Bar, Restaurant + Outdoor Entertainment Venue Unveils Menus, Team + More Details

ATLANTA: As a key piece of Lincoln Property Company's ongoing development at Echo Street West, along Atlanta BeltLine's Westside Connector Trail, [Westside Motor Lounge](#) is excited to launch pre-opening ticketed events late this September with an official opening in early October, offering the city a new destination bar, restaurant, and outdoor entertainment experience. This innovative space is operated by STHRN Hospitality Co., a collaborative hospitality management company led by local experienced industry veterans Kelly Campbell, Elizabeth Feichter, and George Banks. The trio of powerhouses, who have immense experience in culinary and beverage events, restaurant concepts and real estate developments, now have their sights set on providing approachable and memorable dining and drink options in a unique setting at Westside Motor Lounge.

"With the development and execution of unique food and beverage experiences at the heart of what we do, the creation of Westside Motor Lounge has been a labor of love from the beginning for everyone involved," said Elizabeth Feichter Partner of STHRN Hospitality Co. "Our team has taken the distinctive areas of this innovative space and created an overall food and beverage program that matches the casual vibe of this fun, repurposed property. It was imperative we build a unique experience in the heart of the Westside neighborhood and complement it with the perfect mix of cocktails and delicious food. We couldn't be more excited to share it with the City of Atlanta."

This 3-acre adaptive reuse takes three classic automotive buildings and repurposes them into a cocktail lounge and listening room, a restaurant and an event space while being stitched together by an interactive gathering space in between.

Cocktail Lounge and Listening Room:

A key feature of the unique venue includes an intimate 1,750-square-foot cocktail lounge and listening room called the "West Bar" located on the west side of the property. Here, guests can sip on a *Pretty Thing* with Basil Vodka, elderflower, vanilla, bitters, and citrus; a *Georgia Gold Rush* with bourbon, honey, peach bitters, and citrus; the *Left Palm* with bourbon, coconut rum, bitter liqueur, sweet vermouth, and chocolate bitters; and many more delicious concoctions.

Kelsey Kenny will serve as the concept's Bar Manager, overseeing and implementing the entirety of the Westside Motor Lounge bar program, which was created by consultant and notable mixologist Kellie Thorn.

"We offer a wide range of spirits with a focus on whiskey and agave and have built that as the foundation of our program," said Thorn when speaking on WML's beverage program. "Our cocktail program is a mix of classic cocktails and re-works of classics with music and kinetic energy as the driving (pun intended) inspiration. Our beer program supports primarily local and regional producers, but you'll also find a pony of Miller High Life paired up with a shot called a Ferrari, a chilled mixture of Fernet Branca and Campari. The wine program is focused on lower intervention wines, packaged to prove that good wine comes in all shapes and sizes."

Thorn's experience in the beverage world is vast, including her involvement in notable events and programs such as the Crafted Festival in Alys Beach, The Atlanta Food & Wine Festival, Tales of the Cocktail Foundation, and more. In total, she has over twenty years in the hospitality industry.

Kenny is an Atlanta native and has been bartending for more than ten years. She began her career immersed in the craft cocktail program at Atlanta's The Painted Pin before moving to Tennessee where she led the bar program at St. John's at the Meeting Place. Since returning to Atlanta, Kenny has been involved in notable bar programs at The Painted Duck, Jo Jo's Beloved, and Rocksteady, in addition to winning the Grey Goose Cocktail Competition in 2018.

Restaurant and Bar:

A highlight for guests will be the 2,900-square-foot restaurant and bar, seating 150 between its indoor and outdoor patios, in addition to the expansive courtyard, offering up to 400 guests total a chance to enjoy this vast concept which offers up a mix of elevated Southern casual favorites. The full menu, curated by Executive Chef Jeffrey Peterson, features starters and snacks, shareable sides, handheld options, bowls, salads and rotating sweet treats. Highlights include a variety of snacks and shareable sides including house-made dips and spreads, pickled favorites, maple candy glazed bacon and a WML spin on mac and cheese made with bechamel sauce

and a four-cheese blend topped with jalapeno cornbread crust; a variety of handhelds including a grilled pimento cheese and bacon sandwich; a grilled artichoke sandwich; blackened grouper sandwich and a smash burger. Bowls that include greens and a variety of meat and three options will also be served. Additional brunch options will include staples such as biscuits and gravy, bacon, egg and cheese sandwiches, and more.

“Food has the chance to bring people and cultures together,” said Peterson, remembering words from his grandma. “It is one of the love languages of the world and its cultures. When you cook with love, it’s nourishment for the soul.”

A native of Minnesota, Peterson’s earliest memories consist of visiting local farms with his grandma and foraging with his dad. These experiences showed him the value of ingredients and community and have influenced every stage of his career. After beginning in the kitchen of a pizza chain at age 15, he went on to manage restaurants/kitchens before pursuing a Culinary Arts degree from Saint Paul Tech. Peterson has since worked for a handful of James Beard award-winning chefs, including Alex Roberts, Isaac Becker, Joe Rolle, and Eric Carrea. After moving to Atlanta, he has continued in the local food scene through pop-ups and events while opening The Abby Singer, which has led him to his current role on the STHRN team at the helm of the kitchen at Westside Motor Lounge.

In the restaurant’s main bar and lounge, guests can also indulge in twists on classic cocktails such as the *Pink Cadillac Margarita* with Reposado Tequila, orange liqueur, strawberry, and citrus; shaken drinks paying homage to the location including the *Westside* cocktail with Citrus Vodka, citrus, and mint; or tried and true favorites like the *WML Old-Fashioned* with rye, smoked corn whiskey, Demerara, and bitters.

Beer Garden + Outdoor Entertainment Experience:

And to top it all off, Westside Motor Lounge will also feature plenty of outdoor space and activities for guests to enjoy. In the center of it all, the half-acre courtyard will include a music stage, shuffleboard courts, cabanas, future food truck and fire pits as well as a beer garden. The beer garden, complete with music, a large screen TV, and garden tables, will highlight a rotating menu of draft and canned beer served from a 40’ shipping container, inviting guests to spend as much time as they’d like at WML, whether a destination or just passing through while on the BeltLine. These more casual options at WML express the space’s desire to be a one-stop destination for everyone, regardless of their desired experience.

Westside Motor Lounge is located at Echo Street West at 725 Echo Street NW, Atlanta, GA, and set to open this October. Once open, the hours of operation will be Wednesday-Thursday 4-11 p.m., Friday 4 p.m.-2 a.m., Saturday 11 a.m.-2 a.m., Sunday 11 a.m.-12 a.m. and closed Monday-Tuesday. For more details, visit westsidemotorlounge.com. Interviews, menus, and photography are available upon request.

About Westside Motor Lounge: Westside Motor Lounge, opening fall 2022, is a dynamic indoor-outdoor, one-of-a-kind culinary and entertainment experience. Located on the corner of Northside Drive and Donald Lee Hollowell Parkway and along the Westside BeltLine Connector at Echo Street West, Westside Motor Lounge is unlike any other social destination in Atlanta! The nearly three-acre complex is being brought to life by Atlanta developers Elizabeth Feichter, Kelly Campbell and George Banks of STHRN Hospitality Co., known for creating culinary events, food hall and spaces and places all across the Southeast. This adaptive reuse of three classic automotive buildings is stitched together by an interactive gathering space between them and was architecturally designed by ASD | Sky with all interior design work by Bunker Design. Westside Motor Lounge features a restaurant and bar, beer garden, cocktail lounge and listening room, an event space with game room as well as a spacious half-acre courtyard featuring outdoor seating, a shipping container performance stage, cabanas, fire pits, yard games, shuffleboard and a custom food truck. Westside Motor Lounge is first come first served with all ages welcome and is available for private events and full buyouts. For more information, visit westsidemotorlounge.com.

About STHRN Hospitality Co.: The partners behind Atlanta real-estate and experience consulting firms, Revel and Southern Culinary & Creative, have joined forces to create a full-service hospitality consulting, experience design and F+B service operations alliance for unique and/or significant retail projects in North America. Focusing on strategy and development, creative experience design, food and beverage, and events and operations; their knowledgeable team has expertise in creating and executing memorable experiences, specifically how those events, spaces and moments create tangible benefits for corporations, real estate developments, communities and brands. They have collaborated on experience-driven projects across the U.S., from food halls to live music venues, full-scale, multi-day festivals to intimate bars and restaurant venues. With a deep knowledge of the culinary and events fields and decades of working in the hospitality industry, their well-earned connections offer an opportunity to build customized, one-of-a-kind client projects. Follow along with what they are cooking up at revel.company and southernculinaryandcreative.com.

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