



CULTIVATE CONNECTION + CURE CRAVINGS AT SOCIALBITES, A FOOD HUB DEBUTING IN SANDY SPRINGS
Restaurant Space Reimagined With 4 Concepts, Interactive Entertainment, Full Bar + Event Space

ATLANTA: SocialBites, a 6,000-square-foot innovative food hub, is set to debut in Sandy Springs off Roswell Road in late July. Imagine four incredible fast casual food brands under one roof, serving a variety of mouthwatering craveables, with a table service twist complemented by indoor/outdoor spaces, interactive decor, vibrant programming, a full bar and private event capabilities. SocialBites Sandy Springs is bringing together The Original Hot Chicken, INKED Tacos, Flametown Burgers, Pinsa Roman Pizza and BarSocial from the [Experiential Brands](#) portfolio to create a unique dining and interactive experience. That's SocialBites – a new, soon-to-be go-to spot that is being transformed into a deliciously affordable hub of community connection.

At SocialBites, no one has to sacrifice their culinary desires to the larger group. Guests will satisfy their individual food cravings with multiple, reasonably priced restaurant options while spending more time connecting and less time navigating. Rather than separating to visit different food stalls for everyone to get what they want, SocialBites will offer four food concepts at one point of purchase or via kiosk for contactless ordering. Once the order is placed, guests grab a number, find a table, and food is delivered tableside with the convenience of a sit-down restaurant instead of everyone waiting counter side at different stalls. Multiple restaurant offerings, counter service with one point of purchase, and tableside delivery are just part of what differentiates a SocialBites Food Hub from the typical dining experience.

"We wanted to create a place where it's easy for families and friends to enjoy high-quality, craveable food while connecting with each other, without breaking the bank," said Aziz Hashim, Founder/Principal of Experiential Brands. "SocialBites offers a variety of delicious food options, great prices, and a welcoming environment filled with fun programming and entertainment that you don't need a ticket or pay an upcharge to enjoy."

Cure your craving with these options at SocialBites:

- **[The Original Hot Chicken](#):** Founded in Atlanta, GA, The Original Hot Chicken is known for its unique chicken tenders and sandwiches that are pickle-brined, southern-style, cornflake-rolled, and made-to-order at six different heat levels. Vegetarians and vegans can still enjoy the heat with Nashville-style Cauliflower Bites, and the restaurant will also offer a southwestern salad that can be topped with Nashville Hot Chicken or the Nashville-Style Cauliflower.
- **[INKED Tacos](#):** Born from a star-crossed love between culturally relevant American food and Mexican-inspired dishes, INKED Tacos is a Birria taqueria that will have guests addicted at first bite. Taco lovers can enjoy meat options like carne asada, grilled chicken, birria, and hot chicken or stick to vegetarian toppings – either way, INKED Tacos are full of flavor in every bite.
- **[Flametown Burgers](#):** Dig into the extraordinary at this burger and shake heaven originated in Atlanta, GA. Flametown Burgers offers made-to-order premium beef burgers in flavorful varieties, including candied jalapeno, queso bacon, and chipotle honey, paired with out-of-this-world sauces.
- **[Pinsa Roman Pizza](#):** Using the freshest ingredients and time-honored techniques, Pinsa Roman Pizza offers Roman-style pizza that's healthy, artisanal, and simply irresistible. The menu features a classic Margherita, a mushroom pizza featuring portobello mushroom sauce and gruyere cheese, and a Nashville Hot Chicken-inspired pie.
- **[BarSocial](#):** In addition to the four food concepts on the main level, the second level will house BarSocial, a full bar serving craft cocktails, wine, beer, boozy milkshakes, and other libations. Expect classic cocktails like cosmopolitans, margaritas, martinis, Manhattans and more, all of which can be made as non-alcoholic beverages. BarSocial will feature clustered, lounge-style soft seating, and can also be transformed into a private event space featuring a separate entrance and upstairs covered outdoor patio.

SocialBites will also offer a separate Shareables menu with easy options for a group to split and enjoy, including family-sized nachos, Nashville Hot Chicken cauliflower bites, queso fries, and hand-battered onion rings. Dessert will also be available, with options like Grandma's Banana Pudding and premium flavored milkshakes in flavors like chocolate, strawberry, and Oreo.

Beyond its culinary offerings, SocialBites encourages patrons to enrich the dining experience by cultivating connection through social activities, including life-sized versions of classic games like Connect 4, massive thought bubbles on walls with letters available for

people to create their own messages, trivia nights, bingo, and live music. Additionally, the interior of the space will include two large screens, primarily used for occasions like the Olympics and Atlanta sporting events.

The Food Hub will also feature three patios, two on the main level and one upstairs, exclusive for BarSocial. The front patio will feature turf, Adirondack-style chairs, and a cornhole board, and the upper-level BarSocial patio, where guests will often be able to enjoy live music along with their libations.

SocialBites represents a new era in the dining space, as the concept is the solution for a formerly vacant large restaurant being converted into a Food Hub. Rather than leaving a closed restaurant with a perfectly functioning kitchen to sit vacant and constructing an entirely new building, SocialBites follows a model that encourages the reutilization of already existing spaces and transforms them into something new, innovative, and attractive to diners in the area. The building set to become SocialBites, located at 6650 Roswell Rd Ste 100, Sandy Springs, GA 30328, closed on Thursday, July 4 to officially convert the interior into that of a SocialBites Food Hub. SocialBites will then officially open later in July.

For more information about SocialBites, visit www.gosocialbites.com and follow along on [Instagram](#) and [Facebook](#). Renderings and interviews are available upon request.

ABOUT SOCIALBITES: Coined a **Food Hub™**, **SocialBites™** is an innovative new food service concept that brings together multiple, distinct, and delicious food brands – under one roof – with the convenience of a single point of order, table service, and entertainment programming to engage guests in a relaxed yet vibrant atmosphere. A portfolio company of Experiential Brands, SocialBites was created in 2023 as a solution for reutilizing medium to large restaurant spaces to act as **catalysts for connection** while serving a variety of affordable, high-quality, craveable food and beverage offerings. With engaging social activities like trivia nights, bingo, karaoke, and live music, as well as interactive décor and games, SocialBites creates a unique dining experience that caters to families, friends, and food enthusiasts alike. It's more than a place to eat; it's a community hub. For more information, visit www.gosocialbites.com and follow along on [Instagram](#) and [Facebook](#).

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