



FOR IMMEDIATE RELEASE...

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BITE MORE EXPANDS IN METRO ATLANTA WITH GRAND OPENING OF NEW DULUTH LOCATION ON FRIDAY, APRIL 3

Halal American Italian Concept Brings Bold Flavors, Free Burgers + Live Entertainment To Gwinnett County

ATLANTA: [Bite More](#), a fast-growing, modern fast-casual concept redefining halal dining, will officially celebrate the Grand Opening of its Duluth location on Friday, April 3, with a ribbon cutting, live DJ, and exclusive food freebies for the community.

Located at 2148 Duluth Highway, Suite 117, Duluth, GA 30097, the new restaurant will host a ribbon cutting ceremony at 5:30 p.m. featuring remarks from Founder & CEO Prince Patel and local officials. Doors will officially open for the Grand Opening celebration at 6 p.m., with festivities continuing through 10 p.m.

To mark the occasion, the first 50 guests in line at 6 p.m. will receive a free Oklahoma Onion Smash Burger, one of the brand's best-selling menu items. Additional guests will receive a coupon for a complimentary Nashville Hot Chicken Sandwich with purchase, redeemable later. The celebration will also include a live DJ and surprise moments throughout the evening. The Grand Opening weekend continues on Saturday and Sunday, with guests receiving the same Nashville Hot Chicken Sandwich offer with purchase.

Bite More is quickly gaining attention for its bold, scratch-made American Italian menu, featuring everything from stacked smash burgers and indulgent pastas to wings, tenders, and specialty lemonades. Standout menu items include the Cajun Alfredo Pasta, Oklahoma Onion Smash Burger, Nashville Hot Chicken Sandwich, and Mac Attack selections. The concept is also distinguished as one of the first halal American Italian restaurant concepts in the market, offering a unique, inclusive dining experience.

"Opening in Duluth is a huge milestone for us," said Prince Patel, Founder & CEO of Bite More. "Gwinnett County has an incredible food culture and a community that truly embraces new flavors. We built Bite More around the idea of 'Eat. Explore. Evolve.' and we're excited to bring that experience to this area in a big way."

Patel, who immigrated to North America in 2016 and has half a decade of experience in the restaurant industry, previously founded and scaled a successful pizza chain, followed by a Mexican franchise concept before selling that business and launching Bite More. His vision is to grow Bite More into a multinational brand, with a focus on innovation, collaboration and consistently evolving menus.

The Duluth location marks the brand's continued expansion in metro Atlanta, following its initial debut in Buckhead in 2024. Bite More plans to expand its metro Atlanta footprint and franchise throughout the Southeast as well as continuing to introduce monthly menu updates, keeping offerings fresh and aligned with customer demand. Bite More Duluth will be open daily from 11 a.m. to 9 p.m., with plans to expand into late-night hours in the future. The restaurant is currently hiring; interested applicants can [apply online](#). Franchising opportunities are also available; visit www.bitemore.us/franchise to learn more. For more information, visit www.bitemore.us or follow along on Instagram at [@bitemoreatl](https://www.instagram.com/bitemoreatl).

Photos and interviews with Founder & CEO Prince Patel are available upon request.

ABOUT BITE MORE: [Bite More](#) is a modern fast-casual restaurant brand serving bold, scratch-made American Italian cuisine in a premium yet approachable setting. Known for its craveable menu of smash burgers, pastas, wings, and specialty drinks, Bite More delivers a dining experience that blends high-quality ingredients with fast-casual convenience. As one of the first halal American Italian concepts of its kind, the brand is committed to inclusivity, innovation, and flavor-forward offerings. Guided by its tagline, "Eat. Explore. Evolve.", Bite More continues to expand with a vision to become a multinational dining destination. For more information, visit www.bitemore.us or follow along on Instagram at [@bitemoreatl](https://www.instagram.com/bitemoreatl).

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