

Chef Kevin Rathbun opens KROG BAR

For immediate release

ATLANTA, GEORGIA, September 28, 2005: Chef Kevin Rathbun of the nationally acclaimed namesake restaurant, Rathbun's, along with his partners Kirk Parks and Cliff Bramble have just opened their new Mediterranean Wine Bar called **Krog Bar**.

Located in the same industrial complex as Rathbun's, at 112 Krog Street in Inman Park, **Krog Bar** is opened six nights a week and will be closed on Sunday. KROG BAR opens daily at 4:00 p.m.

Featuring a menu of Mediterranean style cold small plates that include Bonita Tuna, Boquerones, selections of Crudo, aged Prosciutto and Bresola, as well as Formaggi, **Krog Bar's** menu is divided into five parts. Antipasti, Crudo, Carne, Tramezzini & Formaggi. Gelatos are created daily.

The wine list is a list of wines from Italy, Spain & France. With small phrases and descriptions on the list in the form of, "If you Like", the list is designed with all types of varietals. The list features twenty wines by the glass.

Krog Bar is designed to be a community wine bar that allows people to share conversations and small plates and meet new friends. Custom-made iron racks line the walls and act as a centerpiece for the wines that surround you. Pecky cypress wood beautifies the walls that surround the bar. The cabernet walls and the chocolate brown ceiling & floor create a breath of intimacy and give the feel of an old world bar.

Krog Bar features an intimate inside seating of soft cabernet leather bar stools. Stand at any of the bar rails or sit at the communal tables and enjoy the fine wine and small plates.

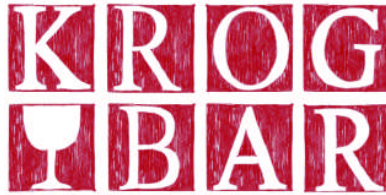
The stand-up gray marble bar stretches across the room and is one of the main attractions. The tall bar allows guests to stand and sip while the four six foot communal tables allow guests to mingle and meet.

The long amber globe pendants create the dramatic feel of a warm refreshing bar.

The outside patio seats twenty-five and is surrounded with old world brick and five custom made wooden tables.

For more information, please contact Clifford Bramble or Kevin Rathbun at 404.524.8280. To see additional information on **Krog Bar** or Rathbun's, please visit the press site at www.krogbar.com

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Fact Sheet

Address: 112 Krog Street, Suite 27, Atlanta, GA 30307 – 404.524.1618 – www.krogbar.com

Opening Date: September 29, 2005

Owners: Kevin Rathbun, Melissa Rathbun, Cliff Bramble, Kirk Parks

Public Relations: In House by Contacting Cliff or Kevin at 404.524.8280

Hours: Monday through Saturday - 4pm to

Reservations: Not Taken

Cuisine: Mediterranean Small Cold Plates

Bar: Stand-up Bar

Wine List: List of 40 wines from Italy, France and Spain

Dress Code: Casual

Credit Cards: All Major Accepted

Capacity: 35 seats inside - 20 Seats on the patio

Architecture: The Johnson Studio

Wood Work: Georgia Cabinet & Supply

Parking: Complimentary valet or self-park in a lighted parking lot

Patio: Twenty five seats on the semi-covered patio



Krog Bar Design

Krog Bar is designed to be a community wine bar that allows people to share conversations and small plates and meet new friends. The design of Krog Bar is rustic intimate with an old world sense. Custom made iron steel racks line the walls and act as a centerpiece for the wines that surround you. Pecky cypress wood beautifies the walls that surround the bar. The cabernet walls and the chocolate brown ceiling & floor create a breath of intimacy and give the feel of an old world bar.

The inside of Krog Bar features an intimate seating of thirty-five soft cabernet leather bar stools. Stand at any of the bar rails or sit at the communal tables and enjoy the fine wine and small plates.

The stand-up gray marble bar stretches across the room and is one of the main attractions. The tall bar allows guests to stand and sip while the four six foot communal tables allow guests to mingle and meet.

The mirror in the back of the bar has the menu written on it and allows one to look up and decide on food before looking at the menu.

The long amber globe pendants create the dramatic feel of a warm refreshing and friendly bar.

Harmonious music sets the tone and allows one to forget that they are in Atlanta and think that they are in the Mediterranean.

The outside patio seats twenty-five and is surrounded with old world brick and five custom made wooden tables.

The inside wall of windows that are clearly visible throughout the evening are covered by canvas during the day which also doubles as Krog Bars sign.

Krog Bar was designed by The Johnson Studios of Atlanta, Georgia

Wood Work customized by Georgia Cabinet & Supply of Atlanta, Georgia



RATHBUN'S & KROG BAR TEAM
KEVIN RATHBUN BIO



Even at a young age, Kevin Rathbun was no stranger to the restaurant business. He grew up in a food-driven environment learning from his mother and grandmother how to bring fresh goods from the garden to the table. From picking his own tomatoes and squash for the meal that evening, to going to the local dairy farm drinking the fresh squeezed milk from the cow, he quickly learned to appreciate the essence of food and family. His father, being a jazz musician in the Jazz Belt in Kansas City, often cooked great BBQ for his musician friends together and later had jam sessions in the basement. Such experiences have led Kevin to appreciate and share his passion for the hospitality industry

Kevin entered the restaurant scene working as a young apprentice at age 14. Shortly after, he received the calling from renowned chef, Bradley Ogden, of The American Restaurant in Kansas City. At the age of 17, Kevin's ambition and drive was noticed and he was quickly promoted to a Sous Chef. Developing his talents for the next three years, he was then offered another Sous Chef position at the renowned Brennan's of Houston, Texas. There, Kevin continued to hone his skills and was then noticed and chosen by Executive Chef, Emeril Legasse, to relocate to Commanders Palace in New Orleans and work under him. Kevin kept pushing for that taste of perfection. He watched, duplicated and created new and exciting dishes that energized not only the guests, but critics alike.

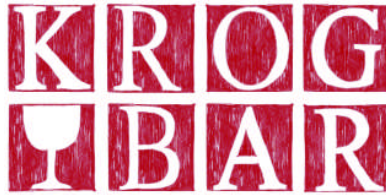
He was then invited to become Chef at the noted Baby Routh in Dallas with Chef Stephen Pyles. While Kevin was Chef at Baby Routh in Dallas, it received the DiRona award for dining excellence. His drive and passion continued to push for the next level and he was soon the Executive Chef of NAVA in Atlanta where he brought Southwestern cuisine to the city. NAVA became an instant hit and was noticed both local and nationally and since 1995 has been continuously voted one of the top five restaurants in the city.

Then in 1999, Kevin introduced Atlanta to Asian fusion as the opening chef for Bluepointe. Bluepointe has received local and national recognition in Esquire Magazine as a "top new restaurant" as well as being voted one of the top five restaurants in the city.

From 1999-2003, Chef Kevin was the Corporate Executive Chef for the Buckhead Life Restaurant Group, and oversaw many of the restaurants. He updated and reviewed the menus at Chops, Atlanta Fish Market and the Buckhead Diner. Eventually, he landed at the Buckhead Diner to overhaul the menu and bring life back into this fifteen-year old restaurant. The Buckhead Diner has received local and national praise for its menu and service.

In May of 2004, Chef Kevin opened his own signature restaurant, Rathbun's, in Atlanta. Since the opening, Rathbun's has received local & national recognition that include: **Esquire's** 21 Best New Restaurants in America, **Travel & Leisure's** Best New American, One of the "**HOT 50**" restaurants from **Bon Appetit Magazine, Restaurant of the Year** from Atlanta Magazine, **Best New Restaurant** in Creative Loafing, Atlanta Magazine and Jezebel Magazine and was recognized as one of **Atlanta's Top 10 Restaurants** by the Atlanta Journal Constitution. Restaurants Opening in Inman Park at The Stove Works, Chef Kevin has been involved in another exciting stylish restaurant, creating "Modern American Food". Kevin says, "*I love this city and Inman Park provides everything I was looking for in developing a new restaurant. A hip, re-generated area with a tremendous growth potential. I have been watching Inman Park for years and I love the atmosphere of the small neighborhood, yet still close enough to everybody in the city.*"

Kevin resides in Atlanta with his wife, Melissa. In his spare time, he enjoys cigars, golfing and fishing.



PASTRY CHEF, KIRK PARKS



Born, raised and educated in a small farming community in the Midwest, Kirk worked at the local steel mill until he acted on his love for the culinary field by taking a job at a local restaurant. In the mid eighties, Kirk moved to Houston, Texas and began working at the Brennan's of Houston Restaurant. From there, Chef Parks moved on and became the Pastry chef of Baby Routh in Dallas, Texas under Chef Stephan Pyles. During this time, Chef Parks contributed to Pyles' first cookbook "The New Texas Cuisine".

In 1993, Chef Parks became the Executive Pastry Chef at Jumby Bay Island Resort, an exclusive resort in the British West Indies, until 1995 when Executive Chef Kevin Rathbun lured him away to work at NAVA in Atlanta. For the past nine years, Pastry Chef Kirk Parks has continued to create incredible desserts for NAVA. NAVA is owned by the prestigious Buckhead Life Restaurant Group, which includes: Bluepointe, Pano and Paul's, 103 West, Buckhead Diner, Chops, Pricci, Veni Vidi Vici, Atlanta Fish Market, Kyma, Bluepoint, Buckhead Bread Company and Corner Café. While at NAVA, Chef Parks completed his degree in the culinary arts program with honors from the Art Institute of Atlanta.

Chef Parks has garnered many awards, including in 1993, The James Beard Foundation, Baker of the Year of the Southwest. Chef Parks has been published in Southern Living Magazine, Food and Wine, Bon Appetite, Gourmet, Atlanta Magazine, as well as appearances on many local TV stations. Chef Parks has won awards and honors for such acclaimed desserts as his B&B Cube, Banana Quesadilla, Apple Pinon Enchilada and the Chocolate Pecan Pie. He teaches cooking classes at local cooking schools such as Cooks Warehouse and The Kroger Cooking School and has consulted on various area restaurant dessert menus. Chef Parks is in the process of writing a pastry cookbook that will demonstrate the ease of preparing restaurant desserts at home. Kirk resides in Marietta, Georgia with his wonderful wife, Freida and step-daughter, Kimberly.



GENERAL MANAGER, CLIFF BRAMBLE:When Cliff's grandfather told him that he had found a waiter position for him, he never thought it would become a lifetime passion. Twenty-five years later, Cliff is still enjoying the restaurant business. With over twenty-five years of restaurant management experience, Cliff brings along a drive and passion for the restaurant and business side of the operation.

From 1985 to 1991, Cliff worked for the Marriott Corporation. In 1985, he opened the La Jolla Marriott then went on to open the Mobil four-star Desert Springs Marriott in Palm Desert, California. He was then sent to the San Diego Marriott & Marina and was the General Manager of a high-volume seafood restaurant until being lured back to Palm Springs to oversee the restaurants in Marriott's Rancho Las Palmas Resort. From 1991 to 1995, Cliff operated his own café until he was asked to join in the opening team of NAVA in Atlanta. Cliff became the General Manager of NAVA and ultimately the Operations Director for Buckhead Bread Company and Corner Café. In 2000, Cliff moved on to become the General Manager of Canoe and then of Rainwater Restaurant in Alpharetta, Georgia.

Originally from Rhode Island, where he attended Johnson & Wales University, Cliff resides in Norcross with his wife Kyra and their daughter, Stevie. He enjoys cooking, computers, financial, marketing and business planning, and yard work in his spare time.