

## **Granite City Celebrates 20<sup>th</sup> Anniversary With New Menu, New Look, and New Theme**

### **Granite City Elevates Guest Experience and Expands Menu to Promote a Unique Sociable Guest Experience**

**MINNEAPOLIS – July 1, 2019** — Granite City Food & Brewery today announced that it is celebrating its 20th anniversary with a new brand theme: ‘Birthplace of Unseriously Good Times’. As a local destination to kick back, enjoy freshly brewed craft beer and food, Granite City has reimagined its food, beer and cocktail menus to include 27 new menu items, 13 new cocktails and wines and 14 new seasonal beers.

“Granite City has always been a place where friends meet to enjoy freshly brewed craft beer and eat food that’s born for beer. It is still a place where people go to relax, share, and socialize – in other words get ‘unserious’,” said Dick Lynch, CEO of Granite City Food & Brewery. “With ‘Unseriously Good’, we are taking that idea to a whole new level.”

Granite City’s menu changes offer a unique social experience centered around food and drink created with sharing and socialization and not just eating in mind. They have added small plates like Poke Tuna Tostadas, Chicken Tinga Sopes, and Mama Mia Meatballs. They have also created shareable cocktails like ‘The Perfect Clooney-Rita’ which is an enormous tableside-poured margarita featuring Casamigo’s Blanco tequila, premium orange liqueur, and fresh-squeezed lime juice. When it comes to beer innovation they have or will introduce The Hustle Coffee Cream Ale, Spring Board Lemon Lavender Shandy, and Brewnado, a Session IPA created in collaboration with Two-Brothers Brewing Company of Warrenville, IL.

“We’re brewing over 14 different seasonal recipes this year, including eight new styles our guests have never seen from us before,” said RJ Nab, VP Brewmaster, Granite City Food & Brewery. “Craft beer is fun, which is why we wanted to put our craft beer program at the heart of what makes us ‘unserious’. But man does not live by beer alone, so we created an entire section dedicated to cocktails designed to be shared.”

Coming on the heels of the enormously successful ‘Lawless Brunch’ that launched in late 2018, Granite City is abandoning the traditional chain restaurant uniform in favor of offering crews the opportunity to wear the new brewery-inspired merchandise lineup, now also being offered to guests for the first time. The merchandise, known as Beer Gear, is inspired by Granite City’s brewery heritage and includes over 20 items of clothing and accessories and is available for purchase at the restaurant.

To encourage ‘Unseriously Good Times’, servers and bartenders will be known as ‘Ambassadors of Fun’ going forward, ensuring that every guest has the most relaxed, best time possible when at Granite City.

“Granite City broke new ground when we opened in 1999 by brewing craft beer inside the same four walls as our restaurant, and we’re breaking new ground again with this exciting new menu, aggressive beer innovation, and original new cocktails. I dare anyone to come into Granite City and not leave ‘unserious’,” added Lynch.

**About Granite City Food & Brewery**

Granite City Food & Brewery operates two casual dining concepts – 32 Granite City Food & Brewery restaurants across 13 states and 4 Cadillac Ranch All American Bar & Grill restaurants in 4 states. Granite City features scratch kitchens and a patented brewing process allowing each location to brew and serve fine and fresh handcrafted beer. Cadillac Ranch offers country-themed food, music and fun in a country casual atmosphere. Additional information about Granite City Food & Brewery can be found at [www.gcfb.com](http://www.gcfb.com). Follow Granite City Food & Brewery on Facebook, Twitter and Instagram.

For more information, please contact:

Emily Scott

Escott@gcfb.net

952.994.2580