



OWNERS OF GRAIN AND THE BAYOU TO OPEN BBQ RESTAURANT AND BAR IN FORMER SHULA'S SPACE IN DOWNTOWN ALLENTOWN

Dine-in and Carry-out Concept Will Launch in Late Summer on Corner of Seventh Street and the ArtsWalk

Allentown, PA, April 18, 2016 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that the owners of grain. and The Bayou will open a barbecue restaurant and bar in the space formerly occupied by Shula's Steak House at the corner of Seventh Street and the ArtsWalk. The yet-to-be-named restaurant, which will offer dine-in and carry-out options, will open in August 2016.

Owners Morris Taylor and Cristian Duarte say their new casual eatery will offer high-quality authentic barbecue – smoked on site – at a low price point. They plan to create a high-energy atmosphere that will appeal to families as well as to adults seeking a fun bar scene. The new restaurant will offer outdoor seating, including picnic tables, and a fire pit on the ArtsWalk and an indoor/outdoor bar.

In September 2015, Taylor and Duarte opened grain. in the former Federal Grill space on Hamilton Street in downtown Allentown, offering American contemporary dishes, with culinary flairs from around the world, and 24 beers on tap in a polished casual environment. Shortly after opening, grain. was named 2015's Top Rated New Hot Spot in Pennsylvania by Yelp and Nightclub & Bar magazine.

In March 2014, the team opened The Bayou, a Southern-inspired restaurant and cocktail bar in Bethlehem, calling it "a fine dining experience disguised as a casual country restaurant." The Bayou was named one of the Top 100 Restaurants in America in the 2014 OpenTable Diners' Choice Awards.

"We're excited to build on the tremendous success and following we've found in downtown Allentown with this new concept," Taylor said. "We're looking forward to adding another place



to downtown Allentown that's upbeat and lively with great food for people to share with family and friends at a price point that everyone feels is a good value."

"We're thrilled that the great restaurateurs behind grain. and The Bayou want to deepen their roots in downtown Allentown with what we know will be another award-winning concept," said Jarrett Laubach, City Center's leasing manager.

About City Center Lehigh Valley:

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown's new arena, PPL Center, at its core, City Center includes three Class A office towers, the Renaissance Allentown Hotel, Strata Luxury Flats and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center's total investment in downtown Allentown is \$400 million, with additional development of office, residential and retail space planned.

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