

**FOR IMMEDIATE RELEASE**

*May 23, 2018*

COMFORT FOOD • CRAFT BEERS

**Myrtle's**  
CHICKEN + BEER



**Invited To The Atlanta Food and Wine Festival:**

MYRTLE'S | *Chicken + Beer*

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**Myrtle's Chicken + Beer**, the newest addition to the dining scene in Downtown Knoxville's Market Square, has been invited to participate in the Atlanta Food & Wine Festival next week in Mid-Town Atlanta. Myrtle's is one of only two restaurants from the State of Tennessee and the only restaurant from Knoxville that will be represented at the event which features a showcase of the best food, drink, and products from the Southern US (Texas to DC) and from other Southern destinations around the globe (Southern Europe, South Africa and South America). The Team at Myrtle's led by Executive Chef John Michael Williams, will feature food tastings for approximately 7,500 attendees over a three-day period. Myrtle's tasting menu will include its Signature Frank & Maple Hot Damn Chicken Sandwich and a sampling of it's famous fried chicken accompanied with the soon to be famous Big Daddy's Candied Benton Bacon Dipping Sauce. Other Notable attendees at the festival this year include: Southern Living Magazine, Food & Wine Magazine, The Local Palate, Woodford Reserve Bourbon, Sweetwater Brewing Company, Tito's Vodka and Sierra Nevada Brewing Company.

Myrtle's is a chicken-focused full-service restaurant that opened its doors back in March. The dining experience at Myrtle's celebrates Southern comfort food in a fun-loving casual atmosphere with hardwood floors, exposed brick, and vintage décor. The culinary team led by Executive Chef John Michael Williams grew up in Greenback on his grandfather's farm and later graduated from the Culinary Institute of America (CIA) in Hyde Park where he graduated with honors while working at some of the best restaurants in the nation, including Blue Hill at Stone Barns and Thomas Keller's iconic Per Se.

Myrtle's menu features delicious fried chicken dishes from the highest quality poultry available. Guests can expect innovative items such as Myrtle's Original Fried Chicken Sandwich with General Neyland's Hot Honey Aioli and Crunchy Pickled Fresno Chile & Lime Slaw on Myrtle's Brioche bun. The brunch menu will showcase Southern favorites such as Chicken & Waffles with Fried Chicken Breast and Pure Maple Syrup, Golden Waffles, Honey Butter, and a side of Shelton Farms Stone Ground Cheese Grits. The beverage program utilizes local ingredients through house-infused syrups and mixers, local craft beers, artisanal whiskeys, and a rotation of 30-day barrel-aged classic cocktails.

**ABOUT MYRTLE'S | CHICKEN + BEER**

Not just a good meal, but food for the soul. Myrtle's is a tribute to the heroes of Southern cooking who have created classic comfort food since the 1800's. Like many folks in Southern kitchens over the years, Myrtle's recipes elevated Southern cooking from simply providing meals for her family, to a culinary art form. Myrtle's culinary creations are treasured and timeless and have been enjoyed by families for generations. We invite you to savor these classic Southern meals with a local craft beer or a signature cocktail and our genuine Southern hospitality.

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