

Media Contacts:
Jennifer Motruk Loy
jennifer@vsag.com
202.903.0389

Riva Warrilow
riva@vsag.com



Founding Farmers To Open At Tysons Corner, VA In Spring 2014

Farmers Restaurant Group / The Farm Announces Plans For Third Location of Award-Winning Concept

WASHINGTON, DC – July 16, 2013 - **Farmers Restaurant Group (The Farm)**, the restaurant management company behind the internationally renowned **Founding Farmers**, Washington’s greenest restaurant and one of the most popular dining destinations in the nation, announces plans to open **Founding Farmers Tysons**, a third location for the concept, in the second quarter of 2014. The planned Northern Virginia outpost will showcase the same spirit and flavor of authentic American dining inspired by family farmers from across the region and the country, joining the downtown DC flagship and Montgomery County, Maryland locations of Founding Farmers.

“Tysons Corner is an exciting area with a culinary scene that’s on the rise, making it a natural fit for Founding Farmers,” said Dan Simons, Managing Partner of The Farm and Concept Developer of Founding Farmers and Farmers Fishers Bakers restaurants. “We look forward to sharing our true food and drink, green business practices, lively environment, and unique restaurant concept with Northern Virginia residents beginning in spring 2014.”

The 12,000-square foot space is located at 1800 Tysons Boulevard and will have approximately 280 seats between bar and dining areas, with the potential for additional outdoor seating. The property, owned and managed by Lerner Enterprises, offers secure parking onsite and is adjacent to the planned Silver Line Tysons Corner Metro station.

The menus for Founding Farmers Tysons will be similar to those found at existing locations, but will also draw on regional influences and ingredients from Virginia farmers and purveyors, with offerings unique to the new restaurant’s geographical and historic influences. The restaurant will feature an in-house butcher studio to allow chefs to receive and prepare cuts to menu specifications. Developed by Chef Joe Goetze and The Farm’s culinary team, the menu will feature approximately 70% similarity to the two other locations’ selections, including many of Founding Farmers’ signature items, such as Chicken & Waffles, the Many Vegetable Salad, Yankee Pot Roast, Farmers Daughter Burger, and signature desserts like Red Velvet Cake. New menu items available at Tysons will include hearth-prepared items, and flatbreads, as well as new dessert items.

Founding Farmers Tysons will be open for breakfast, lunch, and dinner, with a weekend buffet-style brunch. The bar program, to be overseen by Chief Mixologist & Beverage Director Jon Arroyo, will maintain Founding Farmers’ award-winning focus on house made ingredients, fresh produce, and pre-prohibition style beverages. A larger rotating selection of craft beers will also be available.

GrizForm Design Architects is working on the restaurant’s interior and design aesthetics, with a goal to evoke a modern Virginia farmhouse feel with an emphasis on handcrafted elements made by local artisans. The DC-based architecture firm also worked with the restaurant group to design Farmers Fishers Bakers, the sister restaurant to Founding Farmers, which opened in Georgetown in November 2012. Farmers Restaurant Group / The Farm will pursue LEED Certification for the interior space and plans to incorporate reclaimed/recycled materials into the overall design, as is typical of Farmers Restaurant Group locations.

More updates on the progress of Founding Farmers Tysons may be found at FarmersRestaurantGroup.com.

About Farmers Restaurant Group / The Farm

The Farm is a concept development and restaurant management company established on a platform of farm-inspired American true food and drink in modern, upscale casual, and eco-friendly settings. The Farm's leadership and development team created the internationally recognized, award-winning Founding Farmers restaurant in the heart of Washington, D.C., which opened in 2008 and is the first upscale-casual, full-service LEED Gold restaurant in the country, as well as the most-booked restaurant on OpenTable nationally since January 2011. In November 2011 MoCo's Founding Farmers opened in Potomac, in the heart of Maryland and in November 2012, sister concept Farmers Fishers Bakers opened in Washington Harbour on The Georgetown Waterfront. The flagship Founding Farmers and Farmers Fishers Bakers restaurants are owned by North Dakota Farmers Union. The three restaurants of The Farm serve thousands of guests daily and are consistently recognized for outstanding food and beverage programs by the media and guests alike. The Farm was developed and is managed by [Vucurevich Simons Advisory Group \(VSAG\)](#). More information: [FarmersRestaurantGroup.com](#).