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### **ROCK & BREWS SELECTS MULTI UNIT OPERATOR WITH ALBUQUERQUE TIES FOR SOUTHWEST EXPANSION**

**EL SEGUNDO, CALIF. (April 29, 2014)** -- KISS front men Gene Simmons and Paul Stanley today announced plans to expand their family-friendly **Rock & Brews** restaurant brand into the Southwest United States and have selected a multi-unit operator to open several locations in New Mexico, Arizona and Texas. The first Southwest location is set to open in Albuquerque, New Mexico in August of this year.

“**Rock & Brews** is a concept that excites rockers of all ages in a family-oriented, rock-inspired atmosphere that invokes a celebratory sense of community gathering,” said Simmons and Stanley. “Each location features high-quality American comfort food along with locally-inspired dishes and a vast selection of international and craft beers, in an environment devoted to music that has captivated generations of music lovers.”

Franchise partner Rock & Brews Southwest, LLC is comprised of a group of seasoned restaurant professionals with extensive local roots, including Region President Matt McMahon who was responsible for introducing Outback Steakhouse in New Mexico 15 years ago. **Rock & Brews Albuquerque** will be operated by Managing Partner Tim Tracy, who most recently served as General Manager at the I-25 Outback Steakhouse in Albuquerque, one of the most successful restaurants in the Outback chain.

“Tim and I are very excited to introduce **Rock & Brews** to the Albuquerque area. We both have longtime ties to the Albuquerque community and are confident that the restaurant will quickly become a popular gathering spot for families and friends to enjoy,” said McMahon. “There is nothing like **Rock & Brews**. The energy, the food, the devotion to the burgeoning craft beer culture and its commitment to community is unsurpassed. The concept is simply captivating.”

The over 6,000 square foot **Rock & Brews Albuquerque** will feature the brand’s signature casual American cuisine, a full bar that includes a broad selection of premium wines and international and craft beers, and a casual family atmosphere featuring multiple televisions, recorded classic rock music, murals and canvas art of iconic Rock images including **Rock & Brews** signature Great Wall of Rock. Guests can dine indoors or al fresco on heated patios. And, with something for everyone, **Rock & Brews Albuquerque** will be dog-friendly and offer a lively play area for children.

Stanley and Simmons are thoughtfully planning for worldwide expansion of the brand. The franchise agreement with Rock & Brews Southwest, LLC is the second of a handful of select regional, multi-unit operating partners that **Rock & Brews** will engage for the expansion.

“We have opportunities around the world, and are carefully reviewing each and every one of them and interviewing appropriate partners,” said Simmons. “While the demand is high, we will expand the **Rock & Brews** brand cautiously working exclusively with partners who have strong community connections like Matt and Tim.”

**Rock & Brews Albuquerque** will join the brand’s growing roster that includes three Los Angeles area locations, including its flagship location in El Segundo, one in Redondo Beach, and one at LAX Terminal 5; its first international location in Los Cabos, Mexico; and its newest location in Paia on Maui. Additionally, **Rock & Brews** first Midwest location is set to open on April 29 in Overland Park, just outside of Kansas City, Kansas.

While **Rock & Brews Albuquerque** is expected to open in August of this year, grand opening activities hosted by Simmons and Stanley and their co-founding partners will take place in September and will pay tribute to wounded warriors, veterans and active military. For more information, visit [www.rockandbrews.com](http://www.rockandbrews.com).

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