



## **FACE Hospitality Announces Branson Partnership with Celebrity Chef Guy Fieri, “Mayor of Flavor Town”**

**JOHNSON CITY, Tenn.** (December 16, 2019) – On the heels of a recently announced partnership with Guy Fieri and Robert Earl to open four Guy Fieri’s Chicken Guy! restaurants in Tennessee, FACE Hospitality, subsidiary of FACE Amusement Group, has partnered with the famed chef restaurateur, author and Emmy Award-winning television personality to open Guy Fieri’s Branson Kitchen + Bar in Branson, Missouri. Scheduled to open Summer 2020, the nearly 8,000-square-foot Kitchen + Bar will be located in the expansive Branson Landing waterfront entertainment complex, where FACE currently operates its popular Mirror Maize, 7D Dark Ride Adventure and Arcade City attractions. Open daily for lunch and dinner, Guy Fieri’s Branson Kitchen + Bar will welcome locals and visitors alike to enjoy chef Guy’s award-winning dishes, craft beers and cocktails with both indoor and outdoor seating options and stunning views of Lake Taneycomo.

“FACE Amusement Group has been serving up fun and excitement in the Branson area for the past three years,” said Rosemary Rose, President of FACE Hospitality. “We look forward to building on our partnership with Guy to grow our presence in the community and add to the amazing lineup of food and fun at Branson Landing.”

Guy Fieri’s Branson Kitchen + Bar will showcase Chef Fieri’s signature, bold flavors with menu highlights like his famous Trash Can Nachos, award-winning Bacon Mac n Cheese Burger, and Bourbon Brown Sugar BBQ Wings. As well as a hearty selection of signature sandwiches, scratch made entrees, house smoked meats, and mouthwatering desserts like the Pretzel & Potato Chip Covered Marbled Cheesecake. The restaurant will feature a full premium bar with an extensive selection of liquors, wines, bottled and draft beers. Chef Guy’s craft cocktails will feature worldwide best sellers like the Caliente Margarita, Tattooed Mojito and Guy’s Famous BBQ Bloody Mary.

“I’m all about great food, good times and big fun so to be able to partner up with folks like FACE Hospitality is a perfect opportunity to bring it all together in one place...Branson!,” said Guy Fieri.

FACE Amusement entered the Branson market in 2017 with the opening of Arcade City, and the Branson Coaster. Early this year, FACE Amusement expanded its footprint in Branson with the opening of the Branson Buzzsaw at the 5 Star Trip Advisor-rated Branson Sawmill. The company also operates The Mirror Maize, 7D Dark Ride Adventure and Arcade City at Branson Landing, making Guy’s Kitchen +

Bar restaurant the now fifth establishment for the FACE portfolio in Branson. Spanning 1.5 miles of waterfront along Lake Taneycomo and adjacent to historic downtown Branson, Branson Landing is home to more than 100 shops, attractions and restaurants, as well as the Hilton Promenade Hotel.

“We are very excited to welcome Guy Fieri’s Branson Kitchen + Bar to Branson Landing. The restaurant’s fun atmosphere and unique menu will be a perfect fit for Branson Landing,” stated Rick Huffman, President and CEO of HCW, LLC. Branson Landing is owned and operated by HCW, LLC.

Continuing their growth, FACE Amusement Group has 21 locations across the United States and offers entertainment for kids and kids at heart. Adventure seekers will appreciate the Branson Buzzsaw, a thrilling new swing ride at the Branson Sawmill (2115 MO-76, Branson, Missouri) that lifts guests to the top of a 123-foot tower where they spin at 10 revolutions per minute. Guests are provided a heart-pumping, unforgettable view from above during the delightful ride.

For more information on FACE Amusement Group, visit [www.faceamusement.com](http://www.faceamusement.com) or call (423)477-4619.

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#### **About FACE Amusement Group**

FACE Amusement Group owns and operates a growing collection of entertainment experiences with 21 locations in Tennessee, Florida, South Carolina and Missouri. Specializing in good, clean, family fun, their unique portfolio includes Arcade City, Big Top Arcade, Rockin’ Raceway Arcade, 7D Dark Ride Adventure, LuLu’s Beach Arcade and Mountain of Youth Ropes Course, The Branson Sawmill and The Mirror Maize. With games of skill and rides that thrill, crazy mazes and racetrack blazes, FACE Amusement Group showcases the newest interactive technology as families and friends compete for the ultimate prize – memories that will last a lifetime. In addition to providing exceptional entertainment options, the company’s core values of Faith, Attitude, Consistency and Excellence (FACE) drive its wide-reaching philanthropic efforts, including the unique Bear Hugs program. For every stuffed bear plush toy won in a FACE Amusement claw machine, the company donates another bear to a local charity. To date, FACE Amusement Group has donated nearly 10,000 stuffed bears to a variety of charities.

[FaceAmusement.com](http://FaceAmusement.com)

#### **About Rosemary Rose, President of FACE Hospitality**

Rosemary Rose is a seasoned executive leader with extensive experience across multiple industries and critical business functions. Rosemary was an executive with The Walt Disney Company. She began her Disney career as a Finance Director for Food and Beverage and progressed to Vice President of Operations, concluding her career after running Worldwide Food & Beverage and Merchandise Operations. While at Walt Disney World, Rosemary was responsible for 15,000 Cast Members throughout all Parks, Resorts, Downtown Disney and Sports & Recreation. Most recently, she served as the Chief Executive Officer (CEO) of Icon Orlando, located in the heart of the tourist district in Orlando, Florida. Rosemary built a highly

talented and experienced team, and together they transformed the property and transitioned operating responsibilities to the new team.

### **About Guy's Kitchen + Bar**

Chef, restaurateur, New York Times Best Selling author and Emmy Award-winning TV host, Guy Fieri, is one of the world's most recognizable and influential culinary stars. In 2019, Guy received a star on the celebrated Hollywood Walk Fame, a rare feat for a chef. Guy began his love affair with food at the age of ten, selling soft pretzels from a three-wheeled bicycle cart he built with his father called "The Awesome Pretzel Cart." After selling pretzels and washing dishes for six years, Guy earned enough money to pursue his dream of studying abroad in Chantilly, France, where he gained a profound appreciation for international cuisines and further strengthened his passion for food. He returned to the US and graduated from the University of Nevada Las Vegas with a degree in Hospitality Management. Upon his graduation, Guy jumped headfirst into the restaurant business, ultimately opening his own casual dining concepts in Northern California. In 2006, Guy won Food Network's popular television competition show, "Next Food Network Star" and was awarded his own series, the Emmy nominated "Guy's Big Bite." Since that time, Guy has created a thriving culinary empire as host of top-rated TV shows including the iconic, Emmy-nominated "Diners, Drive Ins & Dives," "Guy's Grocery Games" and "Guy's Ranch Kitchen." Additionally, Guy and his team at Knuckle Sandwich, LLC, have opened 75 restaurants around the world. On land and at sea, from the Las Vegas Strip to the Atlantic City Boardwalk, from South Africa to Colombia and from Costa Rica to Dubai, Guy's culinary creations are enjoyed globally, every day.

### **About Branson Landing**

Branson Landing is a \$435 million – 95-acre public/private project spanning 1.5 miles of waterfront on the beautiful Lake Taneycomo, adjacent to historic downtown Branson, owned and operated by HCW. Branson Landing is home to over 100 shops, restaurants, and attractions, as well as the Hilton Promenade Hotel and a \$7.5 million water and fire spectacular, anchored by Bass Pro Shops and BELK.

[BransonLanding.com](http://BransonLanding.com)

### **About HCW**

HCW is a nationwide real estate property development, management and hospitality company with offices in Wichita, KS, Branson, MO and Phoenix, AZ. Our diverse portfolio spans from full-service hotels to entertainment districts. For more information about HCW please visit [www.HCWDevelopment.com](http://www.HCWDevelopment.com) or call 417.332.3400.