



FOR IMMEDIATE RELEASE...

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BON TON NOW SERVING GRUB AND BOOZE LATE-NIGHT

Late-Night Menu Features Smoked Shrimp Jambalaya, Roast Beef Po'Boy, Loaded Charbroiled Red Potatoes, and More!

ATLANTA – Owned and operated by Big Citizen Partners Darren Carr and Eric Simpkins alongside Chef Hieu Pham of Crawfish Shack Seafood, Bon Ton is excited to announce that the party vibes will continue late-night by popular demand. Kitchen hours have been extended to 2:00 am Tuesday through Saturday and 12:00 am on Sunday and the bar will continue serving up frozen Vietnamese Irish Coffees and Pimm's Cups along with house favorites like the BonTon Hurricane. Bon Ton is located at the corner of Myrtle Street and Ponce de Leon Avenue and opened earlier this year.

"After opening Bon Ton, we found that the neighborhood and our regulars want more Bon Ton later into the evenings," said Eric Simpkins, co-owner of Bon Ton. "We wanted this space to serve as a break and an escape for Atlantans and in particular, like-minded food and beverage industry folks. We made the call to stay open so that they can come by after their shifts are over and grab a delicious bite, sip on a well-made cocktail, and unwind at the end of the night among other Bon Ton guests."

Modeled after the rolling party-hopping "good times" lifestyle, Bon Ton keeps with the high society and high energy mentality. The décor of this Cajun Vietnamese seafood restaurant carries as much attention to detail, wit, and personality as the food, drinks, and staff. Upon arrival, guests are greeted and steered toward the right, carry-out side of the restaurant or the left, dine-in side. Décor from the 70's and 80's accents the dining room and coupled with shiny greenery, a pink shag corner booth, latch-hook-for-kids wall art pieces, and funky lighting, guests senses are immediately engaged – in particular, their sense of humor. Recently described as a "restaurant that cares about the spirit of the place," by the *Atlanta Journal-Constitution*, Bon Ton's atmosphere is playful and provides the perfect setting for a creative libation, a delicious plate of seafood, and a good time.

The kitchen is led by partner Hieu Pham of Crawfish Shack Seafood and Executive Chef Matt Floyd, where a big easy style of cooking mixes with Vietnamese flavors. Popular dishes include charbroiled poutine with sweet potato fries, andouille gravy, parmesan and powdered sugar, boiled or fried seafood baskets, a Cajun shrimp burger served simply with butter lettuce and Bon Ton slaw, and a Nashville hot oyster roll that turns heads according to *Creative Loafing*. For larger parties (or larger cravings) Bon Ton also offers the Crabstravaganza, which comes with 1/2 lb boiled snow crab, 1/2 lb smoked snow crab, 1 lb king crab, 1 lb crawfish, 1/2 lb fried shrimp, sausage, hush puppies, Cajun fries, and Bon Ton slaw.

"We're excited about extending our hours and serving up late-night favorites like Smoked Shrimp Jambalaya and a Roast Beef Po'Boy for all of those late-night cravings," said Executive Chef Matt Floyd.

With Bar Manager Tyler Blackgrave and the helm, the drink program at Bon Ton is stacked with creative and classic cocktails, beer, wine, boilermaker specials, frozen delights, and non-alcoholic options. The BonTon Hurricane is a riff on the classic that balances Jamaican rum, aged Agricole, citrus, BonTon syrup, and Absinthe and the Extended Vacation combines banana-infused vermouth, Agricole Rhum, mint, sage, honey, lemon, and pineapple Absinthe. Atlanta might be land-locked, but Bon Ton offers a slew of tropical cocktails and a smorgasbord of seafood, one might drift to the beaches in their minds if only for a night.

Recently described as a "fun Midtown spot boasting bold flavors and a cheekily playful attitude that extends to its powerful cocktails," by *Zagat*, Bon Ton is open Tuesday through Saturday, 11:00 am to 2:00 am and Sunday, 11:00 am to 12:00 am. Stay connected by visiting the Bon Ton website at bontonatl.com and follow along on [Facebook](#) and [Instagram](#). The team is participating in Attack of the Killer Tomato Festival on July 16 where Tyler Blackgrave will represent Bon Ton as mixologist and Chef Matt Floyd in the food category.

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