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## **AmSTAR 14 AT BRANNON CROSSING BECOMES STATE-OF-THE-ART MOVIE TAVERN OVER TWO SUMMER PHASES**

**MARCH 10 (DALLAS)** – As the summer blockbuster season of 2015 draws near, **New Orleans-based Southern Theatres** is preparing to raise the curtain on a new theatre in **Nicholasville, Kentucky**. Over two phases spanning from June to August, the [AmStar Cinemas at Brannon Crossing](#) will be transformed into **a state-of-the-art, in-theatre dining experience with Kentucky’s second [Movie Tavern](#)**.

“Watching a traditional theatre become a full-service Movie Tavern is like watching a plot unfold from one of our luxury recliners,” said **Southern Theatres Marketing Director (parent company of Movie Tavern) Danny DiGiacomo**. “The Movie Tavern Experience is one that is going to compliment the growth and attraction of Nicholasville. From a full casual-dining, made-from-scratch menu to a complete bar in the lobby, along with all of the amenities inside, Movie Tavern will be a first-of-its-kind for the Nicholasville community.”

Currently, the Brannon Crossing complex is a conventional AmStar Cinema theater, which is also owned by Southern Theatres. Movie Tavern, along with its parent company, will begin reconstruction on this \$6.1 million project over two phases to complete a progressive, full-service experience that includes:

- Major interior and exterior renovation
- Full service in-theatre dining & full bar options for all 13 screens
- Luxury recliners in every auditorium with personal swivel tables and call buttons at every seat
- State-of-the-art sound systems with digital projection and 3D capabilities
- All-reserved, stadium seating with wide aisles for fast unobtrusive service
- Full casual-dining menu with adult and children options
- Complete wine, domestic beer imported beers on tap, and signature spirits list at the bar

“Our first phase of development will be complete in mid-June as we open six of our new screens,” said DiGiacomo. “The second phase, completed in late August, will unveil six more screens – enough to welcome the entire region for a complete movie watching experience.”



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The new **53,047 square-foot complex** will bring **more than 180 full- and part-time jobs** to Nicholasville, and close to **50 temporary jobs** for construction. Movie Tavern is a family-friendly environment catering to an adult audience. Guests 16 and under must be accompanied by a parent or guardian age 21 or older.

For more information about Movie Tavern's growth in Nicholasville, [Tavern membership, group events](#), contact Danny DiGiacomo at (214) 751-8177 or [ddigiacom@southerntheatres.com](mailto:ddigiacom@southerntheatres.com).

### **About Movie Tavern**

Founded in 2001, Dallas-based Movie Tavern is a leader in the cinema eatery segment catering to adults and families with 19 high-quality theatres and 149 digital screens in nine states. In September 2013, Movie Tavern was acquired by New Orleans-based Southern Theatres, a portfolio company of Veronis Suhler Stevenson (VSS), a leading private equity firm. With the acquisition of Movie Tavern, Southern Theatres became the eighth largest theatre company in North America.

### **About Southern Theatres**

Southern Theatres, LLC., owned and operated by George Solomon, was formed in May of 2002. Solomon has been in the theatre business with his family for over 50 years and launched Southern Theatres, LLC. to develop and operate state-of-the art multiplex stadium-seating movie theatres. In April 2005, Veronis Suhler Stevenson (VSS) made a \$30 million equity investment in Southern Theatres, LLC. VSS is a private equity and mezzanine capital fund management company dedicated to investing in media, communications and information industries in North America and Europe.

Southern Theatres, LLC. is the eighth largest theatre circuit in The United States and is currently responsible for the daily operations of The Grand Theatres, Amstar Cinemas, The Theatres at Canal Place and oversight of operations for **Movie Tavern**. The company operates 40 locations with 452 screens in Alabama, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Texas and Virginia. Southern Theatres, LLC. is well positioned for continued expansion in key markets throughout the United States. Southern Theatres, LLC. is proud to be headquartered in New Orleans, LA.