



## For Immediate Release

### Media Contact:

Monica Esposito  
214-252-1713  
mesposito@moroch.com

## **Movie Tavern Introduces Williamsburg to Full Service Cinema Eatery Concept** *Renovated Virginia location kicks off March with expanded dining and luxury amenities*

**Williamsburg, VA—March 9, 2016—** After \$1.5 million and six months of remodeling and construction, Movie Tavern Williamsburg has expanded from a counter service cinema eatery to a full service in-theater dining experience. The new concept now allows guests to enjoy a variety of food and bar options from Movie Tavern’s full menu by ordering right from their seat at the push of a button.

“Local residents, as well as the tourists exploring Colonial Williamsburg, can now enjoy a fully upgraded in-theater dining experience,” said Vice President of Marketing, Danny DiGiacomo. “Our guests can reserve one of our comfortable loungers in advance, and then enjoy restaurant-style service once they arrive.”

Movie Tavern Williamsburg’s new amenities include:

- All-reserved seating available for purchase online or at the box office
- New comfortable, luxury loungers with call-button service and armrest tables in every auditorium
- Expanded casual dining menu with a wide range of entrees, appetizers and popular food items, including healthy and reduced-gluten options
- New full bar in the lobby featuring a complete wine, beer and signature cocktail list

The cinema eatery experienced strong growth in 2015 and will continue its national expansion efforts in 2016. The updates to the Williamsburg location are part of the company’s efforts to not only expand, but revitalize existing theaters to fit the Movie Tavern model.

Movie Tavern is a family friendly experience that caters to adults. Guests 16 and under must be accompanied by a parent or guardian age 21 or older. The theater is located at 1430 High Street, Suite 600, Williamsburg, VA 23185. For more information on Movie Tavern and how you can join the [MT team](#), host private events or enjoy special programming visit [www.movietavern.com](http://www.movietavern.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 22 high-quality theatres and 189 digital screens in nine states. In September 2013, Movie Tavern was acquired by New Orleans-based VSS-Southern Theatres, LLC (“Southern”), a portfolio company of Veronis Suhler Stevenson (“VSS”), a leading private equity firm. With the acquisition of Movie Tavern, Southern became the eighth largest theatre company in North America.

**About Southern**

Southern was formed in May of 2003. Mr. George Solomon has been in the theatre business with his family for over 50 years and launched Southern to develop and operate state-of-the art multiplex stadium-seating movie theatres. To date, Veronis Suhler Stevenson (“VSS”) has invested over \$56 million in Southern. 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 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 42 locations with 472 screens in Alabama, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Texas and Virginia. Southern is well positioned for continued expansion in key markets throughout the United States. Southern is proud to be headquartered in New Orleans, LA.

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