



For Immediate Release

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Movie Tavern Introduces New Menu Nationwide

Cinema-eatery streamlines menu with quality and expedited service at its core

DALLAS, TX, May 19, 2016—[Movie Tavern](#) is excited to announce that it has introduced a new made-to-order menu at the company's full service in-theatre dining locations nationwide. While the popular theatre chain has kept some of its fan favorites, Movie Tavern has removed a third of its former food and beverage menu in order to introduce higher quality items that enhance an expedited service approach.

By removing items that require a longer prep time and developing recipes that are more streamlined, but don't sacrifice quality, Movie Tavern plans to see a significant decrease in the time it takes to prepare guests' meals.

"We've been experimenting with different ways to improve our menu and create a better guest experience in our theatres, while easing any unnecessary obstacles in the service model," said Senior Vice President of Culinary and Guest Experience, Joe Marcus. "So we took a hard look at the product – how it was made and where it was sourced – and what our customers were saying. We no longer wanted to be just acceptable in their eyes. We need to be exceptional."

While expedited service is a focal point of the new menu, Movie Tavern has also improved the quality of its product by enhancing current recipes and introducing new flavors in order to hit all guest palates. The new menu includes vegetarian and allergy-awareness options. Additionally, Movie Tavern has revealed new cocktail recipes and drink sizes to meet customer demand.

With 31 years of culinary and operations experience, Marcus most recently served as Head of Hospitality at Bridgewater Associates, and has held various leadership positions at Google, House of Blues, Restaurants Unlimited, Hard Rock Café and TGI Fridays. He joined Movie Tavern in the fall of 2015 and is focused on operational excellence to positively impact the guest experience.

To learn more about Movie Tavern, please visit 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 23 high-quality theatres and 200 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 Movie Tavern. The company operates 43 locations with 483 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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