



FOR IMMEDIATE RELEASE

Media Contact:

Danielle Cobb, *For Kidd Valley*
206-456-3430 | danielle@duopr.com

Kidd Valley Set to Open New Seattle Waterfront Location Early Summer

The fast-casual burger joint will open its doors to serve grilled, made-to-order burgers, hand-mixed milkshakes, world famous garlic fries and more

SEATTLE – May 12, 2017 – Longtime Seattle favorite, Kidd Valley, announced today it will open a new waterfront location in early summer. Located at 1001 Alaskan Way, the restaurant will join the ranks of other classic Pier 54 institutions like Ivar’s Acres of Clams and Ivar’s Fish Bar. The grand opening marks the seventh stand-alone location of the popular fast-casual restaurant.

“The Seattle waterfront will be a fantastic location for the latest Kidd Valley as it sees about 5.5 million visitors a year from both local residents and tourists,” said Carl Taylor, director of operations for Kidd Valley. “This marquee location allows us to bring the fast-casual, comfortable vibe of Kidd Valley to the waterfront. We’re thrilled to showcase our award-winning menu items like fresh, made-to-order burgers, handmade sides and signature milkshakes in a historic, architecturally stunning space.”

The new 2,866 square foot Kidd Valley will feature indoor seating for 82 guests, including comfortable booths, retro-style tables and chairs, and outdoor seating for 24. In addition, the location boasts architectural components from the original 1900 building such as exposed beams and retained concrete flooring. The unique ambiance also includes a custom potato hopper, vintage Kidd Valley decor and more.

The Kidd Valley Pier 54 location will employ approximately 45 local staffers and feature signature menu items including a full range of fresh, never frozen burgers, sandwiches, world famous garlic fries, fresh-cut, hand-made fries, fresh hand-breaded chicken strips and chicken sandwiches, local and regional wines, beers and cider, and new menu items to be announced.

Since opening its first location in 1975, Kidd Valley continues to utilize the freshest ingredients possible, serving more than 800,000 burgers and sandwiches, 300,000 hand-made shakes and nearly half a million orders of fries, handmade onion rings and fried mushrooms each year.

A grand-opening celebration plan is underway, and fans can follow Kidd Valley on Facebook (www.facebook.com/KiddValley) or Twitter (twitter.com/kiddvalley) for updates.

About Kidd Valley

Kidd Valley has earned a following throughout Seattle and the Eastside for its made-to-order burgers, old fashioned, hand-mixed shakes which often feature seasonal ingredients, Kidd Meals, and mouthwatering side dishes such as fresh sweet onion rings, sweet potato fries, Grounders World Famous Garlic Fries and signature fried mushrooms. Kidd Valley began in 1975 in Seattle's University District. Today, Kidd Valley has six retail locations throughout Western Washington plus multiple stadium locations throughout Western Washington. For more, please visit www.KiddValley.com, [Facebook](#) or [Twitter](#).

###