



## **PRESS RELEASE**

## **For Immediate Release**

### **RESTAURANT & BAKERY UNDER CONSTRUCTION IN RAPID CITY, SOUTH DAKOTA** *OPENING SLATED FOR NOVEMBER 30, 2015*

**RAPID CITY, SOUTH DAKOTA (November 20, 2015)** –The third Perkins Restaurant & Bakery in Rapid City, South Dakota is well underway and expected to open on November 30, 2015! It is located at 1300 North Elk Vale Road, next to the Fairfield Inn, LaQuinta Inn & Suites and Watiki Indoor Waterpark Resort.

This will be the twenty-second Perkins Restaurant & Bakery opened by longtime Perkins franchisee, Northcott Hospitality, owner and operator of Perkins Restaurants for over 50 years. Northcott Hospitality, Vice President of Operations, Ms. Julie Roettger states “Our history and success with Perkins is strong and we look forward to having the opportunity to serve an expanded community in Rapid City. This is becoming one of the most exciting and fastest growing cities in the Midwest, businesses and residential areas continue to expand and there’s high demand for, and appreciation of, the high quality dining experience that Perkins offers at a great value.”

According to Roettger, the restaurant will feature Perkins new design package. On the exterior, Perkins signature oval logo will be showcased along with a welcoming interpretation of the entry arch and a contemporary take on the trademark green and white stripe awnings. Inside, guests will be drawn into a fresh, warm and welcoming environment that showcases an abundant bakery along with an array of dining zones. The dining areas will accommodate 161 guests, and offer different types of experiences through unique

presentations in space layout, seating, lighting and graphics, creating greater overall appeal. Free WiFi will also be available.

This Rapid City location will be staffed by approximately 30 full and 60 part time employees and will feature Perkins full menu including breakfast items such as omelets and buttermilk pancakes that will be available all day, a complete line of lunch and dinner offerings and Perkins freshly prepared bakery products. A seniors' as well as a kids' menu will also be offered. "What makes our menu so appealing is the fact that there is something for everyone. And, needless to say, our commitment to providing excellent customer service, each and every visit, will round out the overall positive dining experience" adds Roettger.

**About Perkins Restaurant & Bakery:**

With 400 full-service restaurants and bakeries in 33 states and five Canadian provinces, Perkins® has earned a solid reputation for offering high-quality personalized dining with great value. Northcott Hospitality's 21 Perkins Restaurants are strategically located in the Midwest, Mid-Atlantic and South. Menu offerings include breakfast, lunch, dinner, snack and dessert options. For more information on Perkins, visit [www.perkinsrestaurants.com](http://www.perkinsrestaurants.com).

For more information on Northcott Hospitality, visit [www.northcotthospitality.com](http://www.northcotthospitality.com)