

Media Contact:
Tucker Berta
678.850.3204
tucker@serenbe.com

THE FARMHOUSE AT SERENBE ANNOUNCES NEW EXECUTIVE
CHEF NICK MELVIN

Young Talent Takes Helm of Critically-Acclaimed Restaurant August 28

(CHATTAHOOCHEE HILL COUNTRY, GA) August 6, 2008 — Serenbe is pleased to announce Nick Melvin as the new executive chef of The Farmhouse. Melvin brings raw culinary talent coupled with an affinity for farm-fresh, authentic food to the critically-acclaimed restaurant, located in the Inn at Serenbe. Reservations are now being accepted for his first night, Thursday, August 28, and beyond (call 770.463.2622).

Melvin comes to Serenbe from the Concentrics Hospitality Group, where he served for over two years in sous chef positions for Murphy's, Room and Tap. The Scottsdale Culinary Institute graduate, who cites Frank Stitt and Alice Waters as his "culinary heroes," has a deep-rooted love of food, which began as a young boy while helping his mother cook in their New Orleans home. Melvin was attracted to The Farmhouse's strong sense of place, and its backyard access to an organic farm. "I was ecstatic when I heard that Paige gave Hilary seed catalogs and told her to pick out things to grow," he said, referencing Serenbe Farms Manager Paige Witherington's holiday gift of seed catalogs to The Hil restaurant's Chef Hilary White. "I can't wait to create the menu each week while literally walking through the farm, checking to see what's ripe."

The Farmhouse is proud to be a breeding ground for talented young chefs — the restaurant's first chef, Tony Seichrist, was named a "rising star" by top food critic Christiane Lauterbach and is now thriving at Holeman & Finch; followed by Chef Nicolas Bour, who recently left The Farmhouse for The Willard Intercontinental in Washington, DC, where he is heading up the hotel's new farm-to-table initiative. Says Steve Nygren, "We're excited to put Nick Melvin in the spotlight. I think Atlanta is really going to embrace this young talent and fall in love with his food."

The Farmhouse serves a weekly changing, prix fixe three-course menu inspired by seasonal organic ingredients grown on the Serenbe Farms. Farm-fresh, organic produce and sustainably raised meats, poultry and fish provide the base for authentic Southern dishes, served in a style that is comfortable yet inventive. The restaurant's Sunday tradition is to serve fried chicken with two side items and dessert. Located in the historic main house of the Inn at Serenbe, The Farmhouse offers a casually elegant atmosphere akin to visiting a gracious friend's home. The open kitchen allows patrons to see the chef at work. The restaurant was named a "Best New Restaurant" in 2007 by *Atlanta Magazine*, and has been featured in *Bon Appetit* and *Gourmet*. The Farmhouse accepts reservations Thursday – Saturday, 5 – 9 p.m., and Sunday, noon – 3 p.m. Reservations are highly recommended; call 770.463.2622. Serenbe is a 1,000-acre community that's home to the Serenbe Farms, three critically-acclaimed restaurants (Blue Eyed Daisy Bakeshop, The Farmhouse and The Hil), art galleries, original boutiques, and private residences. The community is recognized as a national model for environmentally responsible development. Serenbe is located approximately 30 miles southwest of Atlanta; directions are found at www.serenbe.com.

###