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SERENBE ANNOUNCES THIRD RESTAURANT, SCHEDULED TO OPEN AUGUST, 2007
Hilary White is Named Executive Chef of The Hil, Jim White is Manager

April 25, 2007—Steve Nygren, former Peasant Group restaurateur and founder of Serenbe, announced yesterday that a third restaurant will open in August in the 1000-acre residential community. Named The Hil, the restaurant's executive chef is Hilary White, formerly of 103 West and the first female chef hired by Pano Karatassos for the Buckhead Life Restaurant Group. Hilary's husband, Jim White, is returning to the restaurant business to serve as the manager for The Hil. The Hil is located in the Selborne hamlet, in the commercial corner, which will be home to other retail shops and offices (scheduled to open this summer).

Including approaching Hilary and Jim White with the opportunity to have their own restaurant, Nygren also recruited Stan Topol as The Hil's interior designer. Topol was responsible for the design of several of the Peasant Group's restaurants. Says Nygren, "Bringing this talented team together has been an exciting and rewarding experience. To have Hilary and Jim here working together is a real coup—they are an extraordinarily talented couple. And it's been great to work with Stan again."

The Hil will feature a contemporary French-American menu, and will work closely with the Serenbe Organic Farms to create a seasonally-changing menu. Says Chef White, "The farm-to-table concept is very important to me, and I will heavily rely on what's growing on the Serenbe Organic Farms for ingredients. It's inspiring to have such an incredible farm in my restaurant's backyard."

Topol has created an upscale yet entirely comfortable restaurant, with local artwork and photography on the walls, fireplaces in the dining room and cocktail lounge, and earth-tones for fabrics used on banquettes and chaises. The Hil features a dining room, cocktail lounge with fireplace, and outdoor dining overlooking the street.

The first restaurant to open in Serenbe was the Blue Eyed Daisy Bakeshop. Respected Atlanta chef Nicolas Bour, former owner of East Atlanta's chic Iris restaurant, serves casual fare seven days a week—on Friday and Saturday nights, the bakeshop turns into a bistro with a weekly changing menu showcasing Chef Bour's creative culinary talents. Serenbe is also home to the critically-acclaimed The Farmhouse restaurant, located in the Inn at Serenbe. Executive chef Tony Seichrist creates a seasonal, prix fixe menu Thursday through Sunday, featuring ingredients picked fresh from the Serenbe Organic Farms and other local purveyors.

Serenbe is a 1000-acre sustainable community located in the Chattahoochee Hill Country. For more information, visit www.serenbe.com.

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