



## **“Guy Fieri’s Downtown Flavortown” Coming to Mountain Mile in Pigeon Forge**

*FACE Hospitality’s significant expansion with celebrity chef and restaurateur Guy Fieri is a first among family entertainment centers*

**JOHNSON CITY, Tenn.** (April 15, 2021) – FACE Hospitality, subsidiary of FACE Amusement Group, has announced plans to open **Guy Fieri’s Downtown Flavortown** late this year at the Tower Shops within The Mountain Mile development in Pigeon Forge, Tennessee. FACE offers exceptional culinary experiences through a successful partnership with famed chef, restaurateur and television personality Guy Fieri. Flavortown is a place where iconic food, moments together and fun meet in perfect harmony. Just like Fieri’s surprising menus, guests should expect the unexpected when they step into the impressive 43,000-square-foot family entertainment center that is destined to become a “must do” option for Pigeon Forge visitors and locals alike. In addition to a 300+ seat restaurant showcasing Fieri’s famous culinary combinations, Guy Fieri’s Downtown Flavortown will feature a 14-lane Duck Pin bowling alley; over 10,000 square feet of state-of-the-art arcade games ranging from redemption to virtual reality and beyond; a full-service tropical Tiki bar; a photo opportunity in front of an iconic 1968 Chevy Camaro.; and many options for private parties.

“This is perfect pairing of a chef-focused restaurant with a family entertainment center, and a natural extension of our relationship with Guy Fieri and his team,” said Bucky Mabe, CEO of FACE. “Only the ultimate explorer of all-American flavor could mash-up this ridiculously exciting range of unexpected combinations that will be sure to turn a family night out into lifelong memories.”

FACE’s partnership with the “Mayor of Flavortown” includes Guy Fieri’s Branson Kitchen + Bar at Branson Landing in Missouri and recently announced plans to open Guy Fieri’s Chicken Guy! restaurants throughout Tennessee. FACE is pleased to receive support on this project from John Morgan, a well-known entrepreneur and owner of WonderWorks.

“No matter where you go in this great country, I can put ya on the road to Flavortown, real deal food and good times, that’s what I’m all about. But there’s one experience that I’ve been saving for a special time and place. I’m talking next level, go big or go home, the ultimate party. And I’m bringing the great people of Pigeon Forge with me...to Downtown Flavortown. Scratch made food, craft cocktails, tiki bar, bowling, gaming...you name it, we’re bringing it!” said Guy Fieri.

Fueling all the fun will be a full menu offering guests a taste of Fieri’s signature cuisine. Among the favorites will be Trash Can Nachos, piled high with house smoked pulled pork, super-melty-cheese, borracho beans, pico de gallo, and also Fieri’s award-winning Bacon Mac ‘N’ Cheeseburger. Downtown Flavortown will feature Fieri’s savory, stuffed waffle creations including the Chilli Mac n Cheese Waffle and the Hot Honey Chicken ‘n’ Fries Waffle. Desserts on offer include the Cheesecake Challenge and

Layered Chocolate Whiskey Cake. From the bar, craft cocktails including the Caliente Margarita, local beers on tap and tiki bar classics like the Don Zombie and Caribbean Painkiller will be served.

“We’re very excited to welcome Guy Fieri’s Downtown Flavortown to the lineup of restaurant and entertainment options at the Mountain Mile,” said Dixon Greenwood with the Mountain Mile development. “The atmosphere and menu of Guy Fieri’s Downtown Flavortown will be a perfect fit for Pigeon Forge.”

For more information on Guy Fieri’s Downtown Flavortown visit [www.DowntownFlavortown.com](http://www.DowntownFlavortown.com). For more information on FACE Amusement Group, visit [www.faceamusement.com](http://www.faceamusement.com) or call (423) 477-4619, for more information on the Mountain Mile visit [www.mountainmilepigeonforge.com](http://www.mountainmilepigeonforge.com).

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### **About FACE Amusement Group and Face Hospitality**

FACE owns and operates a growing collection of entertainment and culinary experiences in the southeast, with nearly 30 attractions in Tennessee, South Carolina and Missouri. Specializing in good, clean, family fun, their unique portfolio includes Arcade City, Big Top Arcade, Rockin’ Raceway Arcade, 7D Dark Ride Adventure, LuLu’s Beach Arcade and Ropes Course, The Branson Coaster and The Mirror Maize. These ground-breaking family entertainment centers invite guests to experience the newest interactive technologies as they compete for the ultimate prize – memories that last a lifetime. FACE also offers exceptional culinary experiences through a partnership with celebrity chef Guy Fieri. Their partnership with “The Mayor of Flavortown” includes Guy Fieri’s Branson Kitchen + Bar at Branson Landing in Missouri, recently announced plans to open Guy Fieri’s Chicken Guy! restaurants throughout Tennessee and Downtown Flavortown in Pigeon Forge, Tennessee. In addition to providing exceptional entertainment options, the company’s core values of Faith, Attitude, Consistency and Excellence (FACE) drive its wide-reaching philanthropic efforts, including the unique Bear Hugs program. For every stuffed bear plush toy won in a FACE claw machine, the company donates another bear to a local charity. To date, FACE has donated nearly 10,000 stuffed bears to a variety of charities. [FaceAmusement.com](http://FaceAmusement.com)

### **About Guy Fieri**

Chef, restaurateur, New York Times Best Selling author and Emmy Award-winning TV host, Guy Fieri, is one of the world’s most recognizable and influential culinary stars. In 2019, Guy received a star on the celebrated Hollywood Walk Fame, a rare feat for a chef.

Guy began his love affair with food at the age of ten, selling soft pretzels from a three-wheeled bicycle cart he built with his father called “The Awesome Pretzel.” After selling pretzels and washing dishes for six years, Guy earned enough money to pursue his dream of studying abroad in Chantilly, France, where

he gained a profound appreciation for international cuisines and further strengthened his passion for food. He returned to the US and graduated from the University of Nevada Las Vegas with a degree in Hospitality Management. Upon his graduation, Guy jumped headfirst into the restaurant business, ultimately opening his own casual dining concepts in Northern California.

In 2006, Guy won Food Network's popular television competition show, "Next Food Network Star" and was awarded his own series, the Emmy nominated "Guy's Big Bite." Since that time, Guy has taken food television by storm as host of top-rated TV shows including the iconic, Emmy-nominated "Diners, Drive Ins & Dives," "Guy's Grocery Games," "Tournament of Champions" and "Guy's Ranch Kitchen."

Additionally, Guy and his team at Knuckle Sandwich, LLC, have created a thriving food and beverage empire. He recently launched Flavortown Kitchen, a 175 location virtual brand to complement his eighty plus scratch kitchen restaurant concepts worldwide. In addition, he's partnered with legendary rocker and spirits pioneer, Sammy Hagar in Santo Tequila. On land and at sea, from the Las Vegas Strip to the Atlantic City Boardwalk, from South Africa to Colombia and from Costa Rica to Dubai, Guy's culinary and spirits creations are enjoyed globally, every day.

### **About The Mountain Mile & Tower Shops**

The Mountain Mile & Tower Shops is an unprecedented development project which will completely reshape the retail, restaurant, lodging, and attraction scene of Pigeon Forge and the region. With over 1 mile of road frontage and 174+ acres in total, this is a project of national significance. It is located along Teaster Lane between Wears Valley and Jake Thomas Roads in the heart of Pigeon Forge, surrounded by the Cal Ripken Experience baseball tournament park, Leconte (convention) Center, and "The Island" ...all just minutes from Dollywood! For additional info please visit [www.mountainmilepigeonforge.com](http://www.mountainmilepigeonforge.com)