



For Immediate Release...

January 4, 2013

VININGS JUBILEE GETS CRACKIN' IN 2013 WITH A NEW BRUNCH SPOT

Another Broken Egg Café Opens Third Metro Atlanta Location In The Popular Lifestyle Center

ATLANTA – Part of an agreement with Double R Restaurant Group to open 10 units in metro Atlanta over the next 5 years, **Another Broken Egg Café** will open its newest franchise unit on **Monday, Jan. 7** in **Vinings Jubilee**, offering egg-cellent breakfast, brunch and lunch options to diners looking for creative food options. Ron E. Green, President and Founder of Another Broken Egg of America, Inc. (ABEA), decided to leave his corporate office at NASA and open his own brunch spot after finding nothing to satisfy his palate.

The large menu features favorites such as “egg-straordinary omlettes,” cinnamon roll French toast and the Southern scramble, as well as sandwiches and salads. More adventurous guests can try breakfast classics with a twist, such as Crabcakes Cavallo, Eggs Sardou and Lobster et Fromage. Add mimosa or a coffee & liquor beverage and the meal is complete.

Focusing on quality over quantity, Another Broken Egg of America, Inc. (ABEA) strives to find the real high-end lifestyle centers and go after those. Vinings Jubilee, with its neighborhood feel, specialty shops, boutiques and restaurants was a perfect fit for both the brand and the lifestyle center.

“In our customer survey earlier this year we got a lot of responses asking for a brunch spot, so we are excited to have Another Broken Egg Café here for our community,” says Mike Hammer, President of Vinings Jubilee. “The franchise has seen success in more than 29 locations in the South, this being the third location in metro Atlanta, and we are looking forward to seeing that continue in Vinings Jubilee.”

To help the team practice before the grand opening, the restaurant is giving free breakfast for a donation to one of three charities **today, Friday, Jan. 4** and tomorrow, **Saturday, Jan. 5**. On Friday the charity is for Vinings Historical Preservation Society, and Saturday is for the Atlanta Mission. The hours are 9-1 each day and they would like people to call and make reservations if they are interested in coming. (770-384-0012). All they ask is that people make a donation to the charity and tip the server. Donations may be made by cash, check or credit card.

Another Broken Egg Café will be located in suite 150. Hours of operation: Monday – Sunday, 7 a.m. to 2 p.m. For more information and the menu, visit www.anotherbrokenegg.com.

Please let us know if you need photos or if you'd like to be connected for an interview.

About Vinings Jubilee

Opening in 1986, Vinings Jubilee is Atlanta's first lifestyle center with a collection of fine boutiques, restaurants and specialty shops located in the heart of Vinings Village. Celebrating Vinings' historical sense of style for 25 years and counting, it offers a vibrant setting for shopping, dining and relaxing. Recognized for its positive impact in the area, Vinings Jubilee is the Vinings Business Association's 2011 Vinings Business of the Year. Vinings Jubilee is located at 4300 Paces Ferry Road NW, Atlanta GA 30339. For more information visit viningsjubilee.com and facebook.com/viningsjubilee.

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