



WildFin
AMERICAN GRILL

MEDIA KIT



Issaquah
835 NW Gilman Blvd.
Issaquah
425-427-0127

Renton Landing
727 North 10th Street
Renton
425-970-3757

Tacoma
5115 Grand Loop
Tacoma
253-267-1772

Beaverton
2725 SW Cedar Hills Blvd, Suite
130
503-718-7331

Vancouver, WA
777 Waterfront Way
Suite 101
360-718-7701

Riverton
Mountain View Village
Utah

Farmington
Station Park
Utah
COMING FALL 2023



FOUNDED

September 2011 in Issaquah, Washington

LOCATIONS

Issaquah: 835 NW Gilman Blvd., Issaquah, WA, 425-427-0127

Renton Landing: 727 North 10th Street, Renton, WA, 425-970-3757

Tacoma: 5115 Grand Loop, Tacoma, WA, 253-267-1772

Vancouver: 777 Waterfront Way Suite 101, Vancouver, WA, 360-718-7701

Beaverton: 2725 SW Cedar Hills Blvd, Suite 130, Beaverton, OR, 503-718-7331

Riverton: Mountain View Village, Utah.

Farmington: Station Park, 160 W. Promontory, Farmington, UT. COMING FALL 2023

OWNERS

Attila Szabo, President and Operating Partner

Chris Anderson, Partner

Bob Acree, Partner

Chris Bryant, Operating Partner

RESTAURANT CONCEPT

Casual, comfortable and affordable with a keen sense of Northwest style serving authentic, high quality and flavor-rich foods from Northwest waters, fields and ranches.

HOURS OF OPERATION*

Monday through Friday Lunch is served from 11:00 a.m. to 4 p.m.

Dinner is served from 4 p.m. to 10 p.m. (11 p.m. on Friday)

Saturday and Sunday Brunch is served from 9:30 a.m. to 3 p.m. and dinner is served from 3 p.m. to 11 p.m. Saturday, 3 p.m. to 10 p.m. on Sunday.

The Bar's Last Call is one hour after the dining room closes.

Happy Hour: Daily in the Bar from 3 p.m. to 6 p.m. and 9 p.m. to close every day.

**Check local restaurant for individual bar hours*



DÉCOR

Comfortable Northwest feel with soft corners, 12-foot ceilings, and wood, iron and stone accents. The dining room and bar flow into one keeping with the open concept as the open kitchen contributes to the lively atmosphere. Fireplaces in both the indoor and outdoor seating areas add warmth and energy.

SEATING CAPACITY

150 in the dining room, 50 in the bar. Seasonal outdoor dining adds additional seating capacity.

MENU

WildFin's menu features familiar, flavorful Northwest favorites with style and flare. Whenever possible WildFin's Executive Chef uses local, regional, organic, free range, wild, and sustainable ingredients including locally farmed produce, Washington poultry and beef, wild Northwest seafood, local artisan bread, and local microbrews.

ONLINE

www.wildfinamericangrill.com

Facebook: www.facebook.com/WildFinAmericanGrill

Instagram: www.instagram.com/wildfingrill/

Twitter: <https://twitter.com/wildfingrill>

BUSINESS PURPOSE

To be the first choice of our guests and our people.



RESTAURANT POSITION

Neighborhood Casual - This is achieved by living these VALUES:

- We deliver the feeling of unexpected Hospitality to our guests and crew
- We deliver handcrafted quality & great value
- We deliver "Can Do, Guest Driven" service every time
- We have fun and it shows
- Management and crew have ownership for their results
- We are clean and safe
- We hire the best and make them better

As a result of these values: we will carry these messages to others, and practice these principles in all our daily work.

PERSONALITY OF THE RESTAURANT

Casual and affordable but with a keen sense of the Northwest style.

A meeting place where friends and family gather to eat, drink and get a fill up of positive energy.

- I am a safe adventure... an escape in an uncertain world.
- It's a place you've seen before only with more care and thought.
- Food and beverage presentations are vibrant and full flavored with great value every time.

- Nothing about the place is "fussy" or trendy.
- I'm at home in the suburbs and metro neighborhoods.
- I am the warm up spot on a cold Northwest day.
- On a hot summer day I am a refreshing treat at the end of a long day.
- I can't get this experience anywhere else.
- We are active community members.

UNIQUE WILDFIN FEATURES

Local, regional, organic, free range, wild, sustainable, recycled etc. are used throughout the food, beverages and merchandising platforms of the restaurant where they support & enhance the value proposition.

Some examples of what details set us apart:

- Locally Farmed Produce
- Washington Poultry
- Wild Northwest & Alaskan Seafood
- Washington Beef
- Local Artisan bread
- Northwest Wines, Spirits and Beers
- No trans fats
- Recycled paper for menus, napkins, to go packaging, paper towels



OPERATING PARTNER, ATTILA SZABO

A 38-year restaurant veteran, WildFin Operating Partner, Attila Szabo set out with his business partners to create a neighborhood restaurant capturing the essence of the Pacific Northwest with WildFin American Grill in 2011. Their vision included creating a comfortable, friendly place where neighbors could gather to escape the everyday pressures of life and enjoy themselves through delicious, affordable food, an uplifting atmosphere, and welcoming company. WildFin has grown to five successful locations – Issaquah, Renton, Tacoma Vancouver, Washington and most recently Beaverton, Oregon.

Expanding on his neighborhood comfortable restaurant feel at everyday affordable prices, the partners developed Stack 571 Burger & Whiskey Bar, choosing the name as a nod to the former 571-foot American Smelting and Refining Company smokestack that once stood at Point Ruston.

Before forming WildFin's parent company, WildFin Northwest LLC, in 2010, Attila spent 15 years with Restaurants Unlimited Inc. as chief operating officer. In this position he was responsible for operations, marketing, purchasing, human resources and product development for 60 restaurants operating under 17 different concepts in 13 states.

PARTNER BOB ACREE

Bob Acree is the majority owner of Brews Brothers, LLC and WildFin Northwest, LLC. He has over 40 years experience in retail, service and real estate development.

PARTNER CHRIS ANDERSON

Chris Anderson has more than 40 years experience in the restaurant industry and is the minority Owner and Operating Partner of Brews Brothers LLC, established in 1995 and a minority owner in WildFin Northwest LLC. The Glacier BrewHouse is a restaurant/brewery that offers a diverse style of food and beverage in a warm, approachable and unique design.

Sales for the Glacier BrewHouse rank it as one of the top 10 grossing operations of its kind on the West Coast serving over 300,000 guests annually. Orso was opened in 2000 to great success and delivers a slightly more upscale experience in a traditional, soothing and warm design with Mediterranean accents.

OPERATING PARTNER CHRIS BRYANT

Born and raised in Seattle, WildFin American Grill's Operating Partner, Chris Bryant is passionate about the Pacific

Northwest's vast culinary bounty, from fresh seafood in local waters to the superior produce, meats and cheeses from the region's fertile valleys and farms. He expresses his appreciation through his cooking, where his creations feature the best local ingredients, prepared simply to highlight the characteristics of individual flavors.

"My cooking philosophy goes far beyond the food we prepare," Chef Bryant says. "It's about putting the experience of the guest first. I have a special appreciation for the Northwest's abundance and our fragile ecosystem. I strive to carefully select every ingredient and use each to create dishes that celebrate our region's unique flavors."

A graduate of Washington State University's prestigious School of Hotel and Restaurant Administration, Chef Bryant has more than 30 years of restaurant business experience, including training national culinary teams and developing unique menus for some of Seattle's most esteemed restaurants – Palomino, Palisade, and Maggie Bluffs in Seattle.

Chef Bryant credits his grandmother for his love of cooking. He grew up visiting her on holidays and special occasions and remembers being captivated over the food, time, attention to detail, and passion she put into her cooking. Her dedication to good food remains his life-long inspiration..







COMMUNITY PARTNERS

COPPER RIVER SEAFOODS

Cordova, Alaska

BORNSTEIN'S SEAFOODS

Bellingham, Washington

WASHINGTON STATE CREAMERY

Pullman, Washington

HEMPLER MEATS

Lynden, Washington

TULLY'S COFFEE

Seattle, Washington

JENSEN FARMS

Walla Walla, Washington

RASMUSSEN FARMS

Pasco, Washington

TILLAMOOK CREAMERY

Tillamook, Oregon

OSTROM FARMS

Olympia, Washington

CARPINITO BROTHERS FARMS

Kent, Washington

HERBCO FARMS

Duvall, Washington

PENN COVE SHELLFISH

Coupeville, Washington

DURIS FARMS

Puyallup, Washington

STERINO FARMS

Puyallup, Washington

WILLIE GREENS

Monroe, Washington

PENCE ORCHARDS

Wapato, Washington

OASIS ORCHARDS

Ephrata, Washington

SAKUMA FARMS

Burlington, Washington

PENN COVE SHELLFISH

Coupeville, Washington

AMERISTAR MEATS

Tukwila, Washington

DRAPER VALLEY FARMS

Mount Vernon, Washington

ZENNER'S SAUSAGE

Portland, Oregon

MOSBY FARMS

Auburn, Washington

DRY SODA CO.

Seattle, Washington

LOCAL NORTHWEST BEER AND WINE PRODUCERS

Seattle to Spokane, Bellingham to Bend

PLEASANT VALLEY FARMS

La Conner, Washington

WALLA WALLA GARDNERS

Walla Walla, Washington

AMERISTAR MEATS

Tukwila, Washington

SEAFOOD PRODUCERS COOPERATIVE

Sitka, Alaska

PLEASANT VALLEY FARMS

Mount Vernon, Washington

INABA FARMS

Wapato, Washington

SCHWARTZ BROTHERS BAKERY

Seattle, Washington

DOUBLE R RANCH

Okanogan, Washington

PICHA FARMS

Puyallup, Washington





COMMUNITY CHARITIES

This is a partial list of Charities, Organizations and Non-Profits that WildFin has been honored to be associated with since WildFin (Issaquah) inception in September 2011.

Swedish Cancer Institute

YWCA

Open Window School

Eastside Fire & Rescue

The Jewish Day School

Eastside Baby Corner

Issaquah Schools Foundation

St. Joseph's School

Eastside Catholic School

Washington State Patrol Troopers Association

Cascade Ridge Elementary

Issaquah High School

Farestart

The David Pettigrew Memorial Foundation

Mack Strong Team-Works Charity

P.E.O. Sisterhood

Children's Response Center (Harborview Medical Center/UW Medicine)

Life Care Center of Kirkland

Leukemia & Lymphoma Society

Sunset Elementary

American Cancer Society

Team Geneva

Seattle Children's Hospital Foundation

Kiwanis International

Susan G. Komen Organization

The Issaquah Women's Foundation

Sammamish Hills Lutheran Church

Tavon Center

The Children's Garden School

Eastlake High School

Life Enrichment Options

The Grange Supply's Ladies Night Trunk Show (Susan G. Komen Puget Sound Affiliate)

Skyline High School

Autism Speaks

Claire/Beckett Guild

Broadway Center for the Performing Arts

Point Defiance Zoo & Aquarium



PHOTOGRAPHY



PHOTOGRAPHY



MEDIA ASSETS



Facebook Live Video

The Oregonian

Vancouver USA Waterfront Almost Ready for its close-up

Portland Tribune

The Vancouver Waterfront setting sail

The Columbian

Waterfront Vancouver restaurants will open doors to customers next week

The Columbian

WildFin Grill set to open along Vancouver Waterfront

Vancouver Business Journal

After nearly two decades, Waterfront Vancouver comes to life

Portland Business Journal





IN THE PRESS

To read all press articles, visit <http://www.wildfinamericangrill.com/press/>

- [A new aroma in Tacoma as the restaurant scene booms](#)
- [Always better with age: A Tacoma tour of 5 barrel-aged cocktails to try](#)
- [It must be spring, two seasonal fish-and-chips stands have reopened on the waterfront](#)
- [The Season of Giving at The Landing in Renton 2016](#)
- [Battered and breaded: A tour of fish-and-chips stands](#)
- [Waterfront Development in Vancouver, U.S.A. is Abuzz: Fifth Tenant Announced](#)
- [When it comes to commercial real estate, Vancouver is emerging from Portland's shadow](#)
- [Ground breaks on the Portland region's newest waterfront park](#)
- [New restaurant announced for waterfront: WildFin](#)
- [Seafood Restaurants announced as newest Waterfront Tenant](#)
- [Construction begins on new pier along Vancouver waterfront](#)
- [Tacos with a view at Tacoma's WildFin American Grill](#)
- [Eat Local Tacoma features WildFin Tacoma](#)
- [Waterfront Fish-and-Chips Stand Now Open in Tacoma](#)
- [Got brunch? Check out 4 Tacoma restaurants new to weekend breakfast](#)
- [WildFin American Grill: Doing it Right](#)
- [First bite: WildFin American Grill at Point Ruston](#)
- [The Things We Like: WildFin American Grill](#)
- [WildFin American Grill to Open on Waterfront Jan. 19](#)
- [Popular Northwest Eatery WildFin American Grill Expands to Tacoma](#)
- [New Restaurants at Point Ruston](#)
- [Point Ruston Signs a Total of 6 Restaurants](#)
- [Chef Chris Miller Featured on New Day Northwest](#)
- [Home for the holidays: Staff's chance to spend time with family](#)
- [WildFin American Grill to Open Third Location at Point Ruston](#)



EVENTS & PROMOTIONS

Sammamish Nights

<http://sammamishchamber.org/sammamish-nights/>

Seattle Restaurant Week

<http://srw.seattletimes.com/>

Snoqualmie SipFest

<http://www.facebook.com/sipfestissaquah>

WildFin Cooking Class Series

<http://www.wildfinamericangrill.com/cooking-classes/>

Fresh Craft Beers to Go

<http://www.wildfinamericangrill.com/fresh-craft-beer-to-go-wildfin-growlers/>

Dinner in Issaquah featuring Jones of Washington

<https://www.wildfinamericangrill.com/jones-of-washington/>



MARKETING

eClub Newsletters

WildFin AMERICAN GRILL "THE GRILL OF THE NORTHWEST" Where Every Day is an Occasion

NEW. FRESH. LOCAL.

Fresh Rhubarb from Richter Farms in Puyallup, WA
 Fresh local rhubarb from Richter Farms is featured in amazing cocktails, with fresh Cooper River Salmon and our famous apple-rhubarb cobbler. Catch this seasonal delight while it lasts.

Fresh Washington Asparagus from Inaba Farms in Wapato, WA
 Featured above in our Mixed Seafood Grill: Wild, all natural scallops, Pacific white prawns, Fraser River salmon, smoky-garlic vermouth butter, avocado basil lime verde, spring asparagus, and baby carrots.

► **VIEW OUR ENTIRE MENU**

ISSAQUAH RESERVATIONS RENTON RESERVATIONS

WildFin AMERICAN GRILL

GIVE THE GIFT OF GREAT TASTE

Let's Celebrate the Holidays

WITH THE PURCHASE OF \$100 IN GIFT CARDS, YOU WILL RECEIVE A \$20 GIFT CERTIFICATE AS A THANK YOU FROM WILDFIN.

OFFER VALID THRU DEC. 24

WWW.WILDFINAMERICANGRILL.COM

In-House Marketing

WildFin AMERICAN GRILL

FRESH CRAFT BEER TO GO

WildFin All AMERICAN GRILL

ALL GROWLERS \$9
64oz of pure pleasure

CHOOSE FROM ANY OF OUR FRESH "WILDFIN"
 Blonde IPA
 Raspberry Wheat

Fresh Draught is on the way

Transit Advertising

WildFin AMERICAN GRILL

OPENING
 in JANUARY at
POINT RUSTON

wildfinamericangrill.com

Print Ad

WildFin AMERICAN GRILL

COMING TO RENTON LANDING

SPRING 2013

