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DER BIERGARTEN BRINGS AUTHENTIC TASTE OF GERMANY TO ATLANTA
World-Class Dining Destination Set to Open in Downtown Atlanta this September

ATLANTA– Just in time to kick off Oktoberfest 2010, Der Biergarten will open in Atlanta, giving local residents and visitors a true taste of German culture. The new dining destination, located at 300 Marietta Street within the Luckie Marietta District, fills a citywide void for a beer garden and authentic German fare while providing world-class service in a festive, traditional atmosphere.

“We aim to set the bar for German cuisine in Atlanta and create a fun, authentic experience,” comments Brian Bullock, managing partner of Der Biergarten. “We’ve immersed ourselves in German culture and cuisine to ensure that every aspect evokes emotions of a European experience. Guests will even find that many of our servers are bi-lingual, speaking both German and English.”

Chef Don Diem leads the culinary team at Der Biergarten, and the authentic German menu features Brats and wursts (German sausages), strudels, pretzels and mustards. Matt Youhess, world-renowned beer expert and well-traveled beer enthusiast, has hand selected an authentic beer library for our Biergarten. Guests can choose from a dozen authentic German draft beers with a rich history, ranging from light to dark and representing various regions of the country. Featured classic German Draft beers include Weihenstephan, crafted by worlds oldest commercial brewery, to Warsteiner and Spaten. Beer will be served in traditional half and one-liter steins.

The 7,000-square-foot restaurant features indoor and outdoor Biergarten seating along with multiple flat-screen TV’s, making it an ideal destination for watching European matches. Der Biergarten will also present time-honored German décor including hand-painted trompe l’oeil (illusionistic) murals by Alexi Torres Alonso and a German-manufactured model-railroad that will circle the restaurant.

Der Biergarten will incorporate another important German tradition with celebration of seasonal festivals – from Oktoberfest in the fall to elaborate décor at Holiday.

Co-owner Wolfgang Hartert, a local resident and native of Germany, was central to bringing this concept to Atlanta.

“Atlanta needs a restaurant like Der Biergarten,” notes Wolfgang Hartert. “The significant German population and German business community in Atlanta is begging for an authentic dining experience. As a German-native, I know that Der Biergarten will provide Europeans, just like me, with a place to share the rich heritage of Germany with American friends.”

Bullock and Hartert are working hard to insure that Der Biergarten becomes the Luckie Marietta District’s next icon, as it serves locals as well as visitors to the area’s many tourist, cultural, sports and convention facilities.

Der Biergarten is located a block from the Georgia Aquarium at 300 Marietta Street, Atlanta, GA 30313. The restaurant will be open seven days a week. Groups can book small gatherings or large festivals of up to 400 people. For more information, hours of operation, parking and directions or to make a reservation, please visit www.derbiergarten.com. Parking for patrons is validated and complimentary across the street in the covered deck at 275 Baker.

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Luckie Marietta District

The Luckie Marietta District is the walkable, accessible and engaging city center connecting 24 restaurants and lounges, 16 attractions and retail, six hotels and a helipad. To learn more about Atlanta’s most engaging, walkable downtown neighborhood, visit www.luckiemariettadistrict.com.