



FOR IMMEDIATE RELEASE...

September 20, 2022

VININGS JUBILEE EXPANDS CULINARY OFFERING WITH OPENING OF BARTACO THIS MONTH

Upscale Street Food Concept Debuts its Fourth Location in the Metro Atlanta Area at Historic Vinings Jubilee Center

ATLANTA: [bartaco](#), the fresh, upscale street food restaurant with a coastal vibe in a relaxed environment, along with commercial real estate developer [Paces Properties](#), today announced the opening of its newest location at [Vinings Jubilee](#). The new restaurant joins a beloved food and beverage roster at Vinings Jubilee, as well as three existing bartaco locations in Atlanta in Chastain Park, Inman Park, and West Midtown. This marks the brand's 24th location overall.

"We are overjoyed to officially be a part of the Vinings community," said Scott Lawton, co-founder and CEO of bartaco. "This opening is especially exciting for me as Vinings is where I grew up, and I am honored to be able to serve the community that served me for so many years. We can't wait to welcome new and loyal guests into our newest Atlanta location and look forward to throwing a great party daily with fantastic food and fresh cocktails in our relaxing coastal escape right here in Vinings."

Situated in an old church, the new restaurant features bartaco's light and breezy, beachy atmosphere characterized by bartaco's classic blue and white walls. Drawing inspiration from the building's former life, bartaco chose to keep the original exposed wood rafter ceiling as well as the original oak wood floors, which have been refinished. The location also features reclaimed oak and Douglas Fir furniture that provide a loungy, mid-century modern feel, which is perfect for guests looking to relax and enjoy cocktails and tacos. The location also features custom stained-glass windows by local fabricator Accent Glass, with its designs centered around the brand's signature dragonfly and logo. As a nod to bartaco's co-founders, the restaurant interior also includes pictures of Lawton with some friends from Vinings and original artwork by Sasa Mahr-Batuz, who co-founded bartaco with Lawton.

"We are constantly looking to bring unique and one-of-a-kind brands to our community guests, and when this location became available, I knew bartaco was the perfect fit," said David Cochran, CEO and President of Paces Properties. "Scott and I grew up together in Vinings, so working with him on this opening has been a really special and personal experience. We are ecstatic to officially open bartaco's doors to our family and friends in Vinings and know this restaurant will become a staple in our community."

While staying true to the local aesthetic, bartaco aims to create a comfortable yet energetic atmosphere through its minimalist rustic design, including reclaimed wood, hand-woven basket lights, painted tiles and touches from local flea markets. The bar is at the center of the restaurant, and the new garage doors open to a completely redesigned patio, which welcomes guests to lounge on as they enjoy their food and beverages outdoors. Complete with a retractable awning system, the patio can accommodate guests during the warm summer months and occasional rainy day. Additionally, the location features a walkup takeout window to the side of the main entrance, where guests can place or pick up a to-go order.

On the menu are a variety of boldly flavored, hand-held foods that pair perfectly with bartaco's crafted cocktails made with fresh-squeezed juices, as well as beer out of a bottle or can from local partners such as Monday Night Brewing and New Realm Brewing Co. From scratch-made tacos to "not tacos," highlights include bartaco's pork belly and cauliflower tacos, duck birria, guacamole + street corn, as well as to-go offerings including bartaco's taco packs, fresh-juiced-to-order margarita take home kits + a selection of cocktails to-go. The restaurant also has a kid-friendly menu and dining, including a retro kid's lunch box for to-go meals, a large variety of gluten-free options and spirit-free beverages such as aguas frescas.

To dine in, guests can use the bartaco app or call 470-797-8226 to join the waitlist. Guests can also place an order via www.order.bartaco.com or via the bartaco app. For more information on bartaco, visit www.bartaco.com or follow along on social media @bartacolife, and for more information on Vinings Jubilee, visit www.viningsjubilee.com.

Photos and interviews with the Paces Properties and bartaco teams are available upon request. For more information on all of Vinings Jubilee's tenants, visit www.viningsjubilee.com.

About bartaco: Inspired by a healthy, outdoor lifestyle, bartaco serves fresh, upscale street food in a relaxed environment. bartaco is specialty cocktails crafted with fresh-squeezed juices, beer out of a bottle and hand-held foods delivered on metal trays. The stylish ambience, cocktails and freshly prepared tacos and "not tacos" create an unforgettable experience. For more information about bartaco, visit bartaco.com. To dine in, guests can use the bartaco app or call to join the waitlist. Guests can also place an order to-go via www.order.bartaco.com or the bartaco app.

About Vinings Jubilee: Opened 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 over 30 years, it offers a vibrant setting for shopping, dining and relaxing. Recognized for its positive impact in the area, Vinings Jubilee was awarded 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 about Vinings Jubilee, visit viningsjubilee.com or [Facebook](#) and [Instagram](#).

About Paces Properties: Founded in 1972, Paces Properties is a private real estate development firm specializing in the development, construction and leasing of urban-infill mixed-use projects featuring specialty retail, loft, office, hospitality and multifamily assets in the Southeastern U.S. Having served as Paces' core principle since inception, the company's mission remains: A commitment to excellence in creating distinctive, experiential, and inspiring environments to live, work and shop. Paces is a well-capitalized entrepreneurial company with an exemplary track record. Paces and its principals have been involved in the acquisition and development of over 5,000 residential units and over 1MM square feet of retail and office projects. Paces Properties' noteworthy projects have included Krog Street Market, Atlanta Dairies, Larkin on Memorial, Atlanta Stove Works, The Office Apartments, Vinings Jubilee and Optimist Hall in Charlotte. For more information, visit pacesproperties.com.

Vinings Jubilee Media Contacts:

Abby Watkins + De'Andra Gaston | 360 Media, Inc. | 404.577.8686 or info@360media.net

bartaco Media Contacts:

Sara Davis + Madison McGillicuddy | ICR | bartaco@icrinc.com

###