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## Jon Taffer of Bar Rescue signs lease for Taffer's Tavern in Arsenal Yards

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Watertown, MA Taffer's Tavern, the new full-service tavern concept founded and developed by hospitality expert and star of Paramount Network's Bar Rescue, Jon Taffer, said its first Boston area restaurant is headed to Arsenal Yards, the new neighborhood located along the Charles River. The Arsenal Yards team selected Taffer's Tavern to complement its curated dining experiences, boutique shops, entertainment offerings, 300 contemporary residences, life science space, 146-room hotel, and more.

"We are very excited to welcome Taffer's Tavern to our unique lineup of restaurant, retail and entertainment offerings here at Arsenal Yards," said Gary Robinson, vice president, leasing at Wilder, developer of Arsenal Yards. "It is one of many new additions to the Arsenal Yards neighborhood, and we know our local community will love Jon Taffer's vision for bringing a top

quality experience to casual dining. This opening will help us further our goal of creating one-of-a-kind experiences for our residents, visitors and guests.”

This marks the first of several Taffer’s Tavern restaurants operated by experienced franchise operators and Boston area natives Marc Magerman and Peter Weber of 8G Hospitality Associates, LLC. Both wanted the ideal location to bring the Taffer brand to the market and match the innovative nature of the restaurant.

“We had our sights set on Arsenal Yards from the beginning,” said Magerman. “We were attracted to the unique history and metamorphosis of Watertown; it is such a desirable area for young professionals and families. Now, Taffer’s Tavern will become an essential part of the fabric of this vibrant community, front and center on Arsenal St. welcoming people to the neighborhood.”

Taffer’s Tavern will be joining Arsenal Yards’ current lineup of restaurants including Jason Santos’ Buttermilk & Bourbon, Tori Jiro, Condesa Restaurante & Tequila bar and many more. Taffer’s Tavern also leads onto the new Bond Sq., the development’s latest outdoor pedestrian space, which will be filled with restaurant patios, shops and entertainment throughout.

Taffer’s Tavern ambiance is inviting, warm and comfortable, distinguished by dark woods, soft leathers, copper accents and elevated tavern food and beverage offerings. The restaurant concept features the industry’s highest safety standards and integrates the latest advancements in food prep/service technology.

“I designed Taffer’s Tavern with inspiration from the quintessential neighborhood pub, it combines the best in tavern ambiance with the latest in restaurant technology,” said Taffer. “With Boston’s rich history and appreciation for taverns, I know visitors and locals alike will feel right at home in our latest location at Arsenal Yards.”

To facilitate growth for the emerging brand, Taffer has partnered with Fransmart, the industry-leading franchise development company behind the explosive growth of brands like Five Guys Burgers and Fries and QDOBA Mexican Grill.

“Taffer’s Tavern is truly the ideal concept for franchisees looking to be on the ground floor of a rapidly growing brand,” said Dan Rowe, CEO of Fransmart.

“The industry-leading technology allows minimal need for food preparation and handling, drastically reducing back-of-house labor. It’s also a hoodless and ventless concept, which opens up real estate and conversion options tremendously.”

Now open in Alpharetta, Georgia, Taffer’s Tavern has additional locations slated to open in Washington D.C., Las Vegas and more. Most recently, Taffer’s Tavern signed a multi-unit franchise agreement to bring 10 locations to Northern and Central Florida, with an initial focus on the Orlando metro area, Gainesville, Jacksonville and Panhandle regions. The territory also extends into Savannah, Georgia. Taffer’s Tavern is currently seeking experienced franchisees to continue

bringing the Taffer's Tavern concept to the 50 largest media markets throughout North America.

The Taffer's Tavern location in Arsenal Yards is slated to open in early 2022.

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