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PROCON, Duprey Companies and The Friendly Toast celebrate ribbon cutting

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Concord, NH PROCON joined Duprey Companies and The Friendly Toast, one of New England's most popular all-day brunch and bar spots, in celebrating the opening of its fifth New Hampshire restaurant on Monday, September 29, at 22 South Main St. with a ribbon-cutting and egg-cracking ceremony.

The restaurant, which accommodates 165 guests, including more than 30 seasonal outdoor seating spaces, is yet another destination in the newly opened Arts Alley events and community space. Arts Alley, which opened in August, offers a variety of dining experiences and spaces for private events. The Friendly Toast is located on the first floor of a three-story building, which also houses The Main

Venue, a modern event space, and the Rooftop Social, which features panoramic views of downtown, craft cocktails and shareable small plates. Arts Alley represents the realization of a decade-long vision by Concord developer Steve Duprey, who set out to create a vibrant gathering place for the community. Arts Alley is a dynamic event venue in downtown Concord, New Hampshire, offering inventive dining, a lively bar and a full calendar of local events.

“Arts Alley has been ten years in the making, and it’s incredibly rewarding to see it come to life,” said Duprey. “My goal from the very beginning was to create a space where people could come together, celebrate creativity, and strengthen our sense of community. We are so excited that Friendly Toast is a major part of this project- this project had been a discussion with Eric and Scott for almost a decade, and we deeply appreciate their support and commitment to this project and to Concord. And working with PROCON’s design, interior design and construction team was outstanding. No other team could have made this project come to life like they did.”

“The Concord community has shaped so much of who I am, both personally and professionally,” said Eric Goodwin, co-owner, The Friendly Toast. “My family and I have made so many memories right here in Concord, and I hope this new location becomes a place others can create lasting memories of their own. The opening of this beautiful restaurant would not have been possible without our partners PROCON and Duprey Companies, and we’re grateful for their support as we continue to grow. We’re thrilled to invite the community to celebrate the opening of our fifth New Hampshire location at our grand opening!”

The new Concord location marks The Friendly Toast’s fifth New Hampshire restaurant and 15th location across New England.

In 2024, The Friendly Toast opened its third and fourth New Hampshire locations in Nashua and Salem. Earlier this year, The Friendly Toast also opened its first Connecticut location in West Hartford.

The Friendly Toast hosted an invite-only soft opening on Saturday, September 27, and Sunday, September 28, and offered free appetizers and entrees to guests as part of the celebration. All proceeds from beverage sales during the soft opening benefited the NH Coalition to End Homelessness (NHCEH), which works to connect all entities providing resources and support to individuals and families experiencing homelessness, and Thrive Survivor Support Center, which provides life-changing services to survivors of domestic violence, sexual violence, elder abuse, stalking, human trafficking and child abuse. The Friendly Toast presented \$2500 checks to each of the nonprofits during the grand opening ceremony.

“From the very beginning, our mission at The Friendly Toast has been to create more than just a place to eat – we want to be part of the fabric of the communities we’re located in,” said Scott Pulver, Co-Owner, The Friendly Toast. “As we open our doors in Arts Alley, we are honored to support organizations making a difference in Concord and beyond, including the NH Coalition to

End Homelessness and Thrive Survivor Support Center.”

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