

For Immediate Release
Contact: Heather Freeman (800) 987-9806
Heather@Heatherfreeman.com

Lindley Thornburg (703) 593-5503
Lindley@Heatherfreeman.com

Double R Restaurant Group Opens "Another Broken Egg Café" Raising \$6,926 for Three Asheville Community Organizations

Asheville, NC, (October 5, 2013) - Double R Restaurant Group of Lafayette, Louisiana is pleased to have brought Another Broken Egg Café (ABEC) to Asheville, North Carolina. Located in Biltmore Park at **27 Schenck Parkway, Ste 100, 28803**, doors officially opened to the public on September 16. Patrons, who were interested in a sneak preview, visited the popular breakfast, lunch and brunch restaurant from September 12 – 14 and dined at no charge, with donations accepted for three nonprofits. Chief Operating Officer Stuart Ottinger of Double R Restaurant Group and his restaurant team tapped the charities for the opening festivities. In total, \$6,926.00 was raised: \$1,425 for **Brother Wolf Animal Rescue** <http://www.bwar.org>, \$1,401 for **Reuters YMCA** <http://www.ymcawnc.org/centers/reuter/> and \$4,100 for **Eblen Charities** <http://www.eblencharities.org>.

ABEC's menu features 90 different choices including six varieties of Eggs Benedict, 11 different omelettes, an exceptional signature Bananas Foster over Belgian waffles, French toast or buttermilk pancakes, along with unique burgers and fresh salads. Guests will also enjoy ABEC's *Healthy Side* menu, which includes Granola, Fruit & Quinoa, Gluten Free Friendly Jumbo Pancakes, The Skinny Omelette, Steel Cut Oats and Simply Salmon, is also available. Menu prices range on average from \$4 to \$15 and for breakfast cocktails, don't miss the Mimosa, Bellini, house-infused Mary or Absolute Fuzzy Navel priced at \$5.99 each.

ABEC Asheville is also sourcing a portion of its produce from the Western North Carolina Farmers Market. The restaurant will also be working in conjunction with Fresh Point Produce to support other local farms such as Sunny Creek Farms, Patterson Farms, Green River Farms, Scott Farms, Bailey Farms, Franklin McDowell and Sons Farms, Andrew Farms, and Haw Creek Honey and Milk Company. Guests can anticipate enjoying local honey, as well as local fruits and vegetables currently in season such as tomatoes, cucumbers, micro-greens, peppers, sprouts, apples, squash, zucchini and sprouts.

Double R Restaurant Group was established in 2011 and is dedicated to opening restaurants that represent value, with a focus on fresh and comforting food. It is currently ABEC's largest franchisee. The award-winning ABEC currently has 29 locations with more opening in 2013. Each new ABEC creates approximately 30 new jobs in the community.

Another Broken Egg Café Asheville is located in Biltmore Park at 27 Schenck Parkway, Ste 100, Asheville, NC, 28803. It is open from 7 AM until 2 PM seven days a week, closing only on Thanksgiving and Christmas with all major credit cards accepted. The first ABEC was founded by Ron Green in 1996 on Girod Street in Old Mandeville, Louisiana. For more information about restaurant locations, the history of ABEC and complete menus please visit www.AnotherBrokenEgg.com.

###