

BUTLER ENTERPRISES ANNOUNCES ADDITION OF DAVE'S HOT CHICKEN, FAST-CASUAL DINING

Seven levels of heat options, oversized & bite-sized chicken tenders, milkshakes, and sides

GAINESVILLE, Fla. (June 13, 2024) – <u>Dave's Hot Chicken</u>, will open their newest location here at <u>Butler Shopping Center District</u>. Dave's Hot Chicken began in a parking lot in East Hollywood in 2017 and now this spicy sensation has over 205 restaurant <u>locations</u> across the US, Canada, and the Middle East; with additional International locations coming soon. Dave's Hot Chicken will have their grand opening on Friday, July 12^{th,} and will be located at 3524 SW Archer Road, Gainesville, FL, here at Butler with hours of operation on Sunday to Thursday 11:00 am to 11:00 pm, Friday and Saturday 11:00 am to 12:00 am.

The embodiment of the American Dream, Dave's story is one of scrappiness and determination. <u>Founders</u> Dave Kopushyan, Arman Oganesyan, and Tommy and Gary Rubenyan launched <u>Dave's</u> <u>Hot Chicken</u> in a parking lot with \$900 and a big dream. Today, that vision has turned into a global phenomenon that is now coming to take the Butler Shopping Center District by storm. This mouthwatering fast-casual dining experience has not only won over the tastebuds across the United States but also received investment from notable names including Canadian rapper and singer <u>Drake</u>, influential musician <u>Usher</u>, and other A-list high-profile personas.

Dave's Hot Chicken specializes in Hot Chicken Sliders and Tenders, along with sides of housemade Kale Slaw, creamy Mac n' Cheese, and crispy French Fries. Offered at seven various spice levels ranging from No Spice to Reaper[™] (which requires a signed waiver for those who dare), each piece of juicy, hand-breaded chicken is spiced-to-order.

For future Dave Hot Chicken at Butler updates, follow <u>shopatbutler</u> on <u>Facebook</u> or <u>Instagram</u>, join the over 3.6M followers on Dave's Hot Chicken <u>Instagram</u> and <u>TikTok</u>, or subscribe to Dave's Hot Chicken's official <u>YouTube</u> channel. Don't forget to become a "frequent fryer" to earn even more Dave's when you download <u>Dave's app</u>.

About Dave's Hot Chicken:

In a modern-day American dream story, three childhood friends, Chef Dave Kopushyan, Arman Oganesyan and Tommy Rubenyan, scraped together \$900 to launch Dave's Hot Chicken in a parking lot, portable fryers and folding tables in tow, in 2017. Dave's Hot Chicken quickly took off, opening an East Hollywood brick-and-mortar restaurant shortly after, with support from Tommy's brother, Gary. In 2019, the team struck a deal with Wetzel's Pretzels co-founder and former CEO, Bill Phelps, to begin franchising the Dave's Hot Chicken concept, with Billboard's Artist of the Decade, Drake, investing in the brand as well. The company has sold the rights to more than 700 franchise locations in the U.S., Middle East and Canada and will open 90-plus locations this year. Harkening back to an Eater LA blog that helped propel early interest in the brand, the company's mission is to "blow their minds."

-Continued-



About Butler Enterprises:

Butler Enterprises offers over 150 stores and restaurants spanning over 1.5 million square feet. Butler Enterprises is the largest retail shopping center in North Central Florida. Locally owned by the Butler family, Butler Enterprises has been in business in Gainesville for over 83 years. Each year, Butler Enterprises has over 20 million visits to Butler Plaza, North, and Town Center. Additional information about Butler Enterprises is available at <u>www.shopatbutler.com</u>.

Media Contacts:

Butler Enterprises

marketing@butlerenterprises.com www.shopatbutler.com Dave's Hot Chicken Operating Partner | Jesse Allen Corporate Marketing | Joshua Levitt

###