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**ZEGGZ closes Lime Kiln Lane location to make room  
For Mi Tierra expansion.**

**Louisville, KY:** As of April 1, 2019, Louisville-based brunch restaurant, ZEGGZ, no longer operates out of its Glenview Point Shopping Center location at 2400 Lime Kiln Lane. Neighboring Mexican restaurant, Mi Tierra, plans to move into the space later this month. ZEGGZ will continue to operate out of and focus on its Middletown location on Shelbyville Road. The restaurant plans to expand upon existing offerings at its Middletown location, and will be introducing new ones as well.

“Over the past year, we have seen the brand, and really the entire industry, evolve in unexpected ways, and the traditional large footprint, brick-and-mortar restaurant doesn’t really fit in with our fast-casual model”, explains Ashton Lockhart, ZEGGZ Owner/President. “Handing the location over to Mi Tierra just makes sense. We are focused on custom-convenience, which isn’t as conducive to the space as Mi Tierra’s model is. The backbone fast-casual is convenience and the majority of our customers simply don’t have an hour to spend eating brunch every day. Recently, we have largely concentrated our efforts on meeting customer needs through a variety of off-premise programs and expanding our on-premise offerings.”

Off-premise initiatives include a completely re-engineered catering program that is now being run out of the Shelbyville Road location. “Moving catering to Middletown is a strategic move that opens up several new markets for us to expand into. Our catering business is predominantly B2B and numerous businesses are relocating to the east/northeast metro area including Crestwood, Shelbyville and La Grange. It’s easy for ZEGGZ to serve the bedroom communities’ catering needs from Middletown-everyone enjoys brunch, right?”, says Lockhart.

Over the past year, ZEGGZ has been developing a new mobile ordering app, “ZASH”, which directly integrates with the kitchen and bar in the restaurant. “It’s

essentially a kiosk in your pocket,” says Brand Strategist, Craig Stevenson. Stevenson continues saying, “ZEGGZ has been tech-forward from the beginning – something that has been critical in terms of understanding of customers’ needs. ZASH is on par with the apps of large, national chains. It’s fully integrated and allows for easy carry-out ordering, delivery orders as well as the ability to avoid the queue, and order from the table instead.” ZASH is currently in Beta testing, but plans to launch alongside the restaurant’s launch of its premiere drag brunch, “Sunday Funday with the Girls”, next week.

Lockhart says, “There is no fast-casual rule book – the model is still so new that we are really learning and evolving with it.” Be on the lookout for a new, smaller footprint ZEGGZ this fall. Lockhart pictures an urban concept for the new location, which he describes as “Qdoba for brunch.”

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Tickets to “Sunday Funday with the Girls” can be purchased here:  
<https://www.eventbrite.com/e/zeggz-sunday-funday-with-the-girls-tickets-58818617067>