



N E W S R E L E A S E

FOR IMMEDIATE RELEASE

Media Contact: Diane Vogel, (251) 964-7638, social@bbtb.com

Bill's by the Beach Brings Healthy Coastal Cuisine to West Beach in Gulf Shores

Coastal Alabama Business Chamber to host ribbon cutting ceremony on June 10 welcoming new local restaurant

GULF SHORES, June 4, 2014 – Bill's by the Beach (BBTB) is proud to announce it is now serving up its fresh, flavorful menu with fabulous Gulf views to residents and visitors in the Gulf Shores area. After a successful soft opening on May 15 during the Hangout Festival, BBTB officially opened for business on May 22. The Coastal Alabama Business Chamber will host a ribbon cutting ceremony for BBTB on June 10 at 9:00am.

BBTB is Gulf Shores' newest restaurant, located directly across from the public beach on West Beach and featuring fabulous Gulf views. Guests can enjoy full breakfasts, juicy hamburgers, healthy coastal cuisine, fresh Gulf seafood and fine steaks, complemented by an assortment of fine wines and spirits concocted at the indoor/outdoor Turtle Bar. Whether eating indoors or outside on the large, covered deck, visitors can relish in an unobstructed view of the Gulf of Mexico as they dine at the strategically-located establishment. BBTB is also featured on Open Table for easy, convenient reservations.

Chef Vincent Cofer, a graduate of culinary arts from Johnson & Wales University, is the creative force behind the restaurant's eclectic menu, which features meals made from locally-sourced ingredients.

In addition to providing guests with top notch cuisine, Owner Bill Henry endeavors to serve the local community by providing internship opportunities for aspiring culinary students at Faulkner Community College.

"What began as an idea for breakfast on West Beach has grown into a way to invest in the community," says Henry. "We consider Gulf Shores to be home, and we have a responsibility to contribute to this area in a meaningful way." Gulf Shores, AL is a family-oriented beach and resort community. The beach in Gulf Shores is rated as 1 of 12 5-Star USA beaches by the Natural Resources Defense Council.

About

Bill's By the Beach, an exciting new restaurant in Gulf Shores, Alabama, serving Healthy Coastal Cuisine. Guests will enjoy full breakfasts, hamburgers, fine steaks and fresh Gulf seafood. Whether eating indoors or outside in the fresh coastal air, visitors will appreciate an unobstructed view of the Gulf of Mexico as they dine. Chef Vincent Cofer, a graduate of culinary arts from Johnson & Wales University, is the creative force behind the restaurant's eclectic menu, which features meals made from fresh, locally-sourced ingredients. Visit billsbythebeach.com for more information.

###