



MUSIC TO OUR EARS! SHAKE SHACK ARRIVING IN NASHVILLE IN 2018

Shake Shack Makes its Tennessee Debut in Green Hills

NEW YORK, NY – December 20, 2017 – Shake Shack® is thrilled to announce it will be setting up shack in Nashville in **mid-2018**. The first-ever Tennessee Shack will join Nashville’s bustling **Green Hills** neighborhood. Located in Hill Center Green Hills at **4031 Hillsboro Pike**, the Shack will be situated in a prominent corner location at the entrance of the mixed-use outdoor lifestyle center just ten minutes from downtown Nashville.

Shake Shack is a critically acclaimed, modern day “roadside” burger stand known for its 100% all-natural Angus beef burgers and chicken sandwiches (no added hormones or antibiotics – ever), griddled flat-top dogs, fresh-made frozen custard, crispy crinkle-cut fries, craft beer, wine and more. A fun and lively community gathering place with widespread appeal, Shake Shack has earned a cult-like following around the world.

“We’re thrilled to bring our first Tennessee Shack to Nashville,” said **Randy Garutti, Shake Shack CEO**. “Its booming culinary scene boasts so many talented chefs and innovative restaurateurs. We’re excited to be a part of that dynamic landscape and bring Shake Shack to our new community.”

“Shake Shack has been cited as a disruptor in the fast-casual category with their premium ingredients and focus on experience and atmosphere,” said **Jimmy Granbery, chairman and CEO, H.G. Hill Realty Company**. “News of their desire to enter the Nashville market has generated a lot of excitement from the community and we are pleased that they selected Hill Center Green Hills for their first location.”

The **Green Hills Shack menu** will feature all the Shack classics, including the ShackBurger®, crinkle-cut fries and hand-spun shakes, plus a selection of frozen custard concretes **in collaboration with local food purveyors**.

The 4,000-square foot Shack will feature a large outdoor patio and seating for more than 200 guests. Inspired by the ridges of Tennessee’s Smoky Mountains, the Shack will be designed with a neutral palette, focusing on textured materials with rabbit-detailed wood planks as the main focal point of the space. The Shack will also showcase a **custom installation by a local Nashville artist**. In keeping with Shake Shack’s commitment to green architecture and eco-friendly construction, the Green Hills Shack will be constructed with recycled and sustainable materials. Booths will be made from lumber certified by the Forest Stewardship Council, and table tops will be made from reclaimed bowling alley lanes.

As part of Shake Shack’s mission to **Stand For Something Good®**, Shake Shack sources only high quality, premium ingredients from the best ranchers, farmers, bakers and food purveyors. The beef is 100% all-natural Angus, never frozen, vegetarian fed, humanely raised and source verified. The chicken is 100% all-natural cage-free and the flat-top dogs are 100% all-natural Vienna beef. No hormones or antibiotics – ever – all served on a non-GMO potato bun. The fries are crinkle cut with zero artificial ingredients and the vanilla and chocolate frozen custard use only real sugar, no corn syrup, and milk from dairy farmers who pledge not to use artificial growth hormones.

About Shake Shack:

Shake Shack is a modern day “roadside” burger stand known for its 100% all-natural Angus beef burgers and flat-top Vienna beef dogs (no added hormones or antibiotics – ever), 100% all-natural chicken (no added hormones or antibiotics – ever), spun-fresh frozen custard, crinkle cut fries, craft beer and wine (available at select locations) and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community gathering place with widespread appeal. Shake Shack’s mission is to Stand For Something Good®, from its premium ingredients and caring hiring practices to its inspiring designs and deep community investment. Since the original Shack opened in 2004 in NYC’s Madison Square Park, the company has expanded to more than 90 locations in 19 U.S. States and the District of Columbia, and more than 50 international locations including London, Istanbul, Dubai, Tokyo, Moscow, Seoul and more.

shakeshack.com | facebook.com/shakeshack | t: [@shakeshack](https://twitter.com/shakeshack) | IG: [@shakeshack](https://www.instagram.com/shakeshack)

###

For all media inquiries, please contact:

Kristyn Clark | Shake Shack | 646.747.8776 | kclark@shakeshack.com

Source: Shake Shack