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FOR IMMEDIATE RELEASE

R Bar, a new restaurant serving creative American cuisine to open in Kansas City's historical West Bottoms

KANSAS CITY, MO (September 15, 2009) – Kansas Citians will soon have a new place to celebrate with friends and family, as successful entrepreneur Joy Jacobs, formerly of Yako Gallery and E.I. O. opens R Bar in the space once occupied by Sutura's Italian Restaurant. The restaurant is located at 1607 Genessee in Kansas City, Missouri and will open for business on Tuesday, September 15th, 2009.

Jacobs chose the name R Bar after discovering a giant letter 'R' sign in salvage from the former Rexall Drug building in Kansas City. "The letter 'R' was just so unique that I couldn't pass it by. It spoke of history and paid homage to the tradition of the [American] Royal that made Kansas City and the West Bottoms so famous," said Jacobs. The sign isn't the only aspect of the new restaurant that pays its respects to the hey days of the West Bottoms. "The history of the area, the building and the traditions that were cultivated here are important to keep alive," continued Jacobs. The restaurant is adorned with farm antiques, signage from the famed Kansas City Stockyards and is located in a building that once was occupied by the stockyards themselves.

Conversely, the restaurant's food takes a bold step forward from the cuisine of yesteryear and showcases the innovative American cuisine of Executive Chef Alex Pope. Chef Pope's point of view on food centers on the use of fresh ingredients and interesting flavor combinations paired with contemporary cooking techniques. Chef Pope explains, "My food is seasonal yet eclectic and is meant to be a bit playful." "I like to experiment with new cooking techniques and to serve guests something familiar but in a new and different way."

Items on the lunch menu offer a more sophisticated take on soup, salad or sandwich with dishes such as **Sweet Potato Bisque with roasted figs and cinnamon crème fraiche, Pork Belly Philly, and Braised Meatballs – on a bun or in pasta.**

However, dinner is where Chef Pope turns on the creativity and gets a bit more adventurous. Guests can choose from small, medium or large sized dishes depending on their appetites. Some of Chef Pope's favorite dishes are a **Compressed Watermelon Salad with beets, kalamata olives and a bubblegum vinaigrette, Leg of Lamb wrapped in grape leaves, with eggplant puree, butternut squash, capers and raisins, and Chicken Fried Sweetbreads with buffalo sauce, celery and blue cheese.**

Hungry guests with a sweet tooth won't leave disappointed as Chef Pope has created some unique dessert items for the R Bar menu including a **Rosemary Honey Semifreddo with**

cherry crisp and salty cashew caramel and a Peanut Butter Mousse with grapes, walnut cake and a banana consommé.

Guests will be able to pair their food with a small but carefully chosen wine list consisting of approximately 30 bottles of both new and old world favorites. Beverage Manager Shawn Moriarty, formerly of City Tavern, will be crafting classic and specialty cocktails, as well as heading up the wine and beverage selection for the restaurant.

R Bar plans on offering late night music of various types from local musicians around Kansas City to showcase on their small stage. Additional art events and activities are in the works as owner Jacobs wants to continue to provide a place for the local art and culture scene in Kansas City to thrive. As musical acts and art events are planned they will be posted on the restaurant's website at www.rbarkc.com.

R Bar, featuring seasonal and eclectic American cuisine with an emphasis on fresh ingredients and the use of modern cooking techniques, is located at 1617 Genessee in Kansas City, Missouri - across from the Golden Ox and Kemper Arena. The dining room serves lunch Tuesday through Saturday from 11:00 a.m. to 2:30 p.m.; and dinner Tuesday through Saturday from 5:00 p.m. to 10:00 p.m. The bar is open Tuesday through Saturday from 11:00 a.m. to 12:30 a.m.. Dress is casual; smoking is allowed on the sidewalk patio only. Major credit cards are accepted. Reservations are suggested and may be made by calling 816-471-1777.

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Biography **Managing Partner & Owner, Joy Jacobs**

Joy Jacobs is a serial entrepreneur with a passion for creativity and a passion for Kansas City, which probably stems from her Kansas City roots. Jacobs was born and bred in Kansas City and the surrounding suburbs and stuck around town for her educational pursuits. Jacobs attended the University of Missouri – Kansas City to pursue a degree in communications studies with an emphasis in documentary. Eventually, Jacobs’ interests waned in film and she enrolled at the Kansas City Art Institute for foundational classes and to study photography. It was through Jacobs’ endeavors in art that led her to conceptualize her first business, Yako Gallery. Yako Gallery was a little, eclectic gallery filled with work from local artists and a mix of other creative pieces. The purpose of the gallery was to provide a place for all of her new found friends in the art world to display and sell their pieces as well as network with other creative types.

Like many creative types, Jacobs found inspiration in many things and places and before long Jacobs had another business idea up her sleeve from a recent trip to New York. And, like many serial entrepreneurs – Jacobs followed through with her idea and opened up a juice bar in Kansas City called The Nutty Girl.

Shortly after their openings, both Yako Gallery and The Nutty Girl were profitable and more and more demanding of Jacobs’ time and attention. It was Jacobs’ dedication to quality that led Jacobs to choose to sell The Nutty Gallery to focus solely on Yako Gallery and its many successes. Jacobs dedicated herself to the gallery and became known as the go-to gallery for young artists selling on consignment.

Five years after opening Yako Gallery, Jacobs was inspired by another business idea and decided to create a ‘fun farm’ for kids and adults called ‘E.I.O.’. E.I.O. was a place for people to play, be silly and let their imaginations run wild. The concept of the store was a pop culture shop with cards and toys – of a retro flair. Once again, Jacobs’ business thrived. It wasn’t until four years later that Jacobs decided to sell E.I.O. after the real estate lease became unfavorable. It was at this time that Jacobs also decided to sell Yako Gallery to other artist types looking to take over her vision.

Jacobs was ready for a change and moved to San Francisco for a new start. Little did she know that she would be bit by the ‘foodie’ bug and return to Kansas City to open a foodie joint of her own.

Once in San Francisco, Jacobs was taken aback by the food culture of the city, the bountiful farmers market and the magnitude of fresh seafood on the coast. Jacobs was in heaven and becoming more of a foodie than she had ever dreamed. She spent her time enjoying the culture,

cooking, hiking, and dreaming. Eventually, Jacobs dreamed up the idea of returning to Kansas City to open up a restaurant of her own.

In September of 2009, Jacobs did just that as she opened up R Bar in the former Sutura's space of 1617 Genessee in the West Bottoms neighborhood of Kansas City. Jacobs was back in Kansas City, back in business and starting a career in food. R Bar is a restaurant serving seasonal and eclectic American food – with a twist. Jacobs, like the 'Little Engine that Could,' has continued to follow her passions and create places for people to come together and enjoy. And given some time, Kansas City is sure to see more from the talents of Joy Jacobs.

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Biography

Executive Chef Alex Pope

Alex Pope was born in Peoria, Illinois and raised in Eau Claire, Wisconsin by a family with deep culinary ties of their own. Pope's family founded a culinary school called the Antoinette Pope School of Cooking in Chicago. The school and best-selling cookbook taught generations of Chicagoans and beyond how to be culinarians in their own right. The Pope Family's familiarity with food taught Alex from an early age what food and cooking was all about. He learned by participating in the family's kitchens, but it wasn't until later that Pope would decide to pursue a more serious culinary education.

After high school, Pope enrolled at the University of Wisconsin, working as a line cook while earning his Bachelor of Science in Economics degree. It was this time spent as a line cook that Pope fell in love with the intensity and creativity of the professional kitchen. His new found love led him to move to New York to pursue a degree in culinary arts. Pope attended the prestigious Institute for Culinary Education and earned a dual degree in Culinary Arts and Restaurant Management. During his time at the Institute for Culinary Education, Pope got a job working under Chef Bill Peat at New York's famed Lutece restaurant.

With his culinary degrees completed, Pope moved to Kansas City in the pursuit of a opportunity at the best restaurant in town. Pope found that opportunity at the acclaimed American Restaurant under the tutelage of James Beard winner and Executive Chef Celina Tio. Pope excelled at the American and was promoted to the position of sous chef under Tio before her tenure ended. Former Executive Chef of The American and James Beard Winner Debbie Gold returned to the helm of the restaurant after Tio and soon after promoted Pope to the Executive Sous Chef position in the esteemed kitchen. Pope was now the second in command in the kitchen and responsible for the day-to-day operations, including crafting menu items for the dinner menu, creative control of the entire lunch menu and menu creation for private parties, banquets and special events.

Pope was succeeding in a nationally renowned kitchen under two of the best chefs in the city (and nation, according to the James Beard Foundation) and was ready to take another step forward and lead a kitchen of his own. Pope's opportunity to lead his own kitchen and share his culinary point of view came in September of 2009 with the opening of a new restaurant called R Bar in Kansas City's historical West Bottoms neighborhood.

Pope was tapped as the Executive Chef of R Bar as his goal is to serve creative food of an uncompromising quality that every palate can enjoy. Pope's culinary perspective centers on the use of fresh, seasonal ingredients and innovative cooking techniques to create new and exciting flavor profiles. His creative take on the R Bar menu already has people talking and waiting to see what he'll do next. A modern approach to seasonal American cuisine is just the beginning of this young chef's culinary career.

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Biography **Beverage Manager, Shawn Moriarty**

The craft of cocktailing is not something that the Beverage Manager of R Bar, Shawn Moriarty takes lightly. Moriarty, a long time mixologist and Iowa native discovered his passion for bartending early in his career, by happy accident while working at a national restaurant chain that needed someone to help behind the bar. That was all it took for Moriarty as he found the profession to be very stimulating – for all of his senses. His love of people, skill at developing relationships with guests and his desire to serve people made the profession a perfect match. From then on Moriarty made his way through the bartending circuit working at music clubs, night clubs and finally returning to restaurants.

Moriarty, now bartending back in the world of restaurants, made a name for himself working for Kansas City restaurateur Jimmy Frantze at Thirsty’s Cantina, then at Jazz Louisiana Kitchen and most recently at City Tavern.

While at City Tavern, Moriarty studied the art of classic cocktails and the intricacies behind them. He dedicated himself to serving these drinks perfectly, every time – and developed a reputation as one of the best bartenders in Kansas City for his unwavering consistency in execution.

This reputation is what led R Bar owner and managing partner, Joy Jacobs, to approach Moriarty for the position of Beverage Manager at the new West Bottoms establishment. Moriarty was happy to come on board and is responsible for the growing wine list, specialty cocktail menu and extensive beverage selection. Moriarty’s ability to make every guest feel special coupled with his vast beverage knowledge is what makes him the right fit for the R Bar family.

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