



# NEWS RELEASE

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## New. Better. Best.

### FOR IMMEDIATE RELEASE

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### **Dave's Hot Chicken joins Menifee Plaza at Menifee Town Center**

*First Riverside County location announced in Menifee, CA*

**MENIFEE, CA**—The City of Menifee is excited to share *Dave's Hot Chicken* as the first tenant announced to join Menifee Plaza, off Newport Road at Menifee Town Center. This popular fast-casual restaurant originated in East Hollywood and serves a straightforward menu of fried chicken tenders and sliders. With several well-known celebrities as investors, Dave's Hot Chicken will be a part of the new and exciting 13,000 square foot retail center currently in construction that is owned by GS Investment Properties. Dave's Hot Chicken joins other retail eateries and uses expected to be formally announced over the next few weeks.

The Menifee expansion of Dave's Hot Chicken will be one of the first locations in Riverside County, with Menifee selected because of its regional pull. Dave's Hot Chicken was founded by classically trained chef Dave Kopushyan and three friends in early 2017, Dave's Hot Chicken initially opened as a parking lot pop-up, with lines quickly wrapping around the block. Since then, the brand has exploded in popularity and now has multiple brick-and-mortar locations open in Southern California, predominantly in San Diego. While there are currently only 10 locations, the hip and iconic brand has its sights set on growing throughout the United States through franchising and has several multi-unit agreements in development.

"Dave's Hot Chicken is one of the hottest eateries in Southern California and is now coming to be part of the Menifee excitement," said Mayor Bill Zimmerman. "It is great to see the addition of these fun and trending dining options. It is also great to bring places well-known in San Diego to Menifee since we have seen an influx of residents from that region. Dave's Hot Chicken will be a great fit among the other high caliber tenants at Town Center."

For more information on Menifee Plaza leasing and how to join the quality tenant lineup, please contact the City of Menifee's Economic Development Department at [EconDev@CityofMenifee.us](mailto:EconDev@CityofMenifee.us) or visit [www.menifeebusiness.com](http://www.menifeebusiness.com). For more information about Dave's Hot Chicken, please visit [www.DavesHotChicken.com](http://www.DavesHotChicken.com).

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**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*