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Biscuit Belly Continues Targeted Expansion in Kentucky

- Louisville-Based Better Biscuit Concept to Open Several New Locations in Lexington -

LOUISVILLE, Ky. (September 29, 2020) – [Biscuit Belly](#), a chef-driven, innovative fast casual breakfast and brunch concept, today announced its expansion into Lexington, Kentucky. The better biscuit brand plans to open two to three new locations within the Beaumont/Palomar, UK Campus area and Richmond Rd/Hamburg neighborhoods in Lexington by 2022. The brainchild of pharmacist turned restaurateur, Chad Coulter, Biscuit Belly currently operates three locations throughout Louisville, KY and has built a strong following throughout the region.

“Ever since we opened the first Biscuit Belly in 2019, we’ve been blown away by the success and knew we had something special. With lines wrapped around the block and a loyal stream of social media followers, Biscuit Belly has grown into something bigger than we ever could have imagined,” said Chad Coulter, founder and CEO of Biscuit Belly. “Biscuit Belly prides itself on creating an inclusive environment where southern hospitality reigns supreme and we look forward to spreading that same hospitality to Lexington.”

Biscuit Belly serves breakfast and brunch seven days a week and features a hearty selection of mouth-watering scratch-made biscuit sandwiches, unique breakfast cocktails and other southern breakfast fare - with a twist. Every dish is made-to-order including house-smoked meats and vegetarian and gluten-free options. The design of each location reflects the brand’s upbeat and bright atmosphere which is inspired by their southern roots.

As a Georgia native, Coulter, grew up eating at mom-and-pop restaurants where he developed his love for scratch-made biscuits and southern breakfast fare. After attending the University of Georgia, he began his short and successful career as a pharmacist, eventually venturing into the hospitality industry. A serial entrepreneur at heart, Coulter and his wife Lauren, became franchisees of several paint and sip locations and developed one of the first wine bars in the Louisville area, LouVino, which has grown into five locations throughout Indiana, Kentucky and Ohio. Chad and his Culinary Director, Tavis Rockwell, played around with the idea of opening a biscuit concept since opening the first LouVino. In 2019, the first Biscuit Belly was born after months of meticulous menu, branding and concept development.

Located in the Nulu, St. Matthews and Colonial Gardens neighborhoods of Louisville, Biscuit Belly is open Monday thru Thursday from 7:30am until 2:00pm, and Friday thru Sunday from 7:30am until 3:00pm. For more information and menu offerings, visit <https://www.biscuit-belly.com/>.

About Biscuit Belly

Founded by Chad Coulter in 2019, Biscuit Belly is a chef-driven, innovative fast casual breakfast and brunch concept featuring a hearty selection of scratch-made biscuit sandwiches, unique breakfast cocktails and other southern breakfast fare - with a twist. With three locations throughout Louisville, Kentucky the emerging brand has cultivated a huge following of loyal fans who swear by their "Damn Good Biscuits." Visit <http://www.biscuit-belly.com/> for additional information.

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