

**PRESS RELEASE**



Original Grain  
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**FOR MORE INFORMATION, CONTACT:**

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**FOR IMMEDIATE RELEASE:**

**Original Grain Expands Market to Greater Syracuse Area**

*Syracuse, NY, February 28, 2017*— Original Grain has been a recent hit in Syracuse’s food culture, known for its California vibes and healthy food options. Although the restaurant is popular among students attending local universities and institutions, it is not as popular amongst individuals outside of the university area. Original Grain is reaching out to local Syracuse suburbs such as DeWitt, Fayetteville, Liverpool, Baldwinsville to draw high school students and families to the restaurant.

Located in downtown Syracuse, Original Grain is surrounded by an area of food, art, and culture. Co-owners Eric Hinman and Chris Bily had a vision to create a restaurant that promotes a healthy lifestyle in a unique way. An extensive menu ranging from smoothie bowls + poke bowls to wraps + sandwiches offers a choice to anyone looking for innovative and colorful food.

Loyal Original Grain customers have been known to share images of their food selections on social media such as Instagram and Snapchat. Due to the increasing use of social platforms amongst younger students, we believe high school students, especially, will enjoy the restaurant because of its “Instagram worthy” selections. By contacting local news sources and well-known social media users, Original Grain aspires to draw members of the Syracuse suburbs to the restaurant and create more “Original Grainsters.”

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**BACKGROUNDER**  
**March 2017**

**About Original Grain:**

Original Grain (OG) is located on South Salina Street in downtown Syracuse, New York. Embodying a California-style restaurant, OG has built an extensive menu featuring healthy, nutritious eats from bowls, wraps, and unique smoothies.

The restaurant was established in 2016. The owners are Chris Bily and Eric Hinman who all have prior business experience in the Syracuse area.

**Chris Bily, Co-Founder:**

Chris Bily is one of the co-founders of Original Grain in Syracuse, New York, which opened in September 2016. Before Original Grain, he was a former partner and manager of the Modern Malt gastro diner in Armory Square, where he focused on branding, marketing, brand management, employee management, menu development, inventory, and social media management. He is also a partner in Ice Cream Social, which is a group of professionals that puts together social events and memorable experiences at different venues in Syracuse. Here, he also focused on event planning and social media management. Bily received his Bachelor of Science from SUNY Cortland in 2007.

**Eric Hinman, Co-Founder:**

Eric Hinman is the other co-founder of Original Grain in Syracuse, New York. Before Original Grain, Hinman co-founded Urban Life Athletics, which includes a CrossFit Gym, an indoor cycling studio, and a HIT studio, in September 2013. He was also a partner at Rounded Development, a software development company from February 2012 to June 2014.

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**ORIGINAL GRAIN FACT SHEET**  
**March 2017**

Overview

Original Grain is a downtown Syracuse “fast-casual” restaurant established in 2016 by Chris Bily and Eric Hinman. The focus of the restaurant is on customer experience, authenticity, and West Coast inspired healthy eating.

Facts

- Open Monday through Saturday from 7:30 A.M. to 9 P.M.
- Order at the counter and choose a pre-made item or create a custom order
- Online delivery through:
  - o Grubhub.com or the Grubhub mobile application
  - o seamless.com
- 4.4/5 stars on Google reviews
- 4.6/5 stars on Facebook

Food + Drink

- Features a California style menu with a focus on fresh food
- Menu includes satiating salads, nori wraps, poke bowls, grain bowls, breakfast bowls, smoothies, topped toasts, coffee, tea, beer, and wine.
- Unique menu ingredients include kimchi, kelp noodles, bee pollen, acai, goji berries and pea protein
- Hosts weekly “Hip Hop Brunch” on Saturdays from 10 A.M. to 2 P.M. with a live DJ and mimosas
- Offers gluten-free and vegan options

Social Media Accounts

- Facebook: Original Grain
- Twitter: @originalgrainNY
- Instagram: originalgrainsters

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