



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Black Bear Diner Announces New Location in Menifee, CA

MENIFEE, CA - Black Bear Diner, one of the fastest-growing full-service sit-down family dining concepts, is coming to Menifee! Black Bear Diner will occupy the former Coco's Bakery Restaurant (27990 Bradley Rd). The famous family-oriented, bear-themed restaurant is well known for its home-style comfort food classics and personal service to the dining experience steeped in hospitality and family from its award-winning team - two pillars Black Bear Diner firmly stands on today! Black Bear Diner is recognized for being voted as *Top 10 in Customer Service Winner, Winner of FSR Magazine's 2021 Reader's Choice Award for Best Legacy Brand, Top 10 Customer Service Winner, Top 10 Fastest-Growing Brands and Top Disruptor from Nation's Restaurant News.*

Black Bear Diner's expansion to Menifee is the second location in Southwest Riverside County for the brand. Founded in Mt. Shasta, California, in 1995 by Bruce Dean and Bob and Laurie Manley, Black Bear Diner has since expanded to 144 locations nationwide. Menifee was selected amongst the many cities yearning for this unique dining experience, due to the fast-growing population in Menifee and synergy of incoming and existing developments along McCall Boulevard, and regional trade.

"Great things continue to be on the horizon for Menifee. We are thrilled that Black Bear Diner has chosen Menifee as its next location, and more specifically Sun City," said District 1 Councilmember Bob Karwin. "Fun, full-service sit-down restaurants are a highly requested amenity in and around the city, and we thank both the property ownership and the Black Bear Diner owners for their partnership to bring this exciting concept to Menifee."

Anticipated opening in Summer 2022, Black Bear Diner will serve breakfast, lunch, and dinner to the Menifee community and visitors. For more information on Black Bear Diner, please visit their website: www.blackbeardiner.com. For more information on incoming businesses and developments, visit www.MenifeeBusiness.com or email the Office of Economic Development at econdev@cityofmenifee.us.

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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.*