

## **FOR IMMEDIATE RELEASE**

### **Atria's Unveils '1930 by Atria's' – A Journey Back in Time While Embracing the Future**

PITTSBURGH, PA – JANUARY 1, 2025 – Atria's in Mt. Lebanon announces an exciting new chapter with the launch of '1930 by Atria's'. This transformative endeavor pays homage to the roots of the Atria's brand while ushering in a new era of innovation and growth.

Founded 26 years ago, Atria's has undergone a remarkable evolution, transitioning from a neighborhood beer garden to an upscale-casual dining restaurant. Now, building upon this legacy, '1930 by Atria's' transports guests back to the prohibition era, offering a captivating blend of old-world charm and modern sophistication.

The story of Atria's dates back to 1930, when Italian immigrant Joe Atria established a modest grocery store in Mt. Lebanon. Over the decades, this establishment flourished into a beloved community hub, complete with a barbershop and dry cleaner. With the repeal of Prohibition in 1933, Atria's adapted once again, introducing cold six packs to-go and a menu tailored to a diverse clientele.

In 1998, Pat and Nancy McDonnell breathed new life into Joe Atria's cherished landmark, transforming it into the upscale-casual dining gem it is today. Now, as they pass the torch to the next generation, represented by their son Patrick McDonnell, Atria's reaffirms its commitment to providing exceptional dining experiences throughout the Greater Pittsburgh Area.

#### **The Mt. Lebanon Location's Final Day of Operation:**

As part of this exciting transition, the last day of operation will be December 31, 2024, as we temporarily close for renovations. We can't wait to welcome our guests back to a refreshed and reimagined space! The company is deeply grateful to the loyal guests who have made the Mt. Lebanon location such a vibrant part of the community over the years, and we sincerely thank everyone for their continued support throughout this journey.

#### **New Beginnings:**

Atria's is excited to partner with Spencer Warren, a Mt. Lebanon native, award-winning bartender, and owner of The Warren Bar and Burrow in Downtown Pittsburgh, to introduce '1930 by Atria's' in **February 2025**. '1930 by Atria's' is a brand-new concept that blends the rich history of Atria's with a fresh and innovative dining experience. This new venture will feature a curated menu of rotating dishes and craft cocktails—from elevated entrées and comfort food to small plates and shareables—that showcase flavors from around the world. Guests can also expect reimagined signature Atria's dishes, presented in ways that might surprise them.

The tradition of Atria's continues, and the spirit of Mt. Lebanon remains central to the company's identity. '1930 by Atria's' will fill a unique niche in the Mt. Lebanon market, whether guests are seeking a cozy spot to enjoy craft cocktails, a memorable dining experience with family and friends, or a place to gather before or after the game.

#### **Continuing Operations at Other Locations:**

Atria's will continue to operate its **Murrysville** and **Peters Township** locations, as well as **Atria's Specialty Catering**. Additionally, gift cards from Atria's will be accepted at '1930 by Atria's', ensuring a seamless transition for guests.

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