



The Charcoal Group of Restaurants
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press release

New year, new Wildcraft Grill + Long Bar

Popular Waterloo restaurant to undergo a reinvention project in early 2019

WATERLOO, Ont. (December XX, 2018) – Foodies in the Kitchener-Waterloo region will be greeted with some major changes to a favourite eatery in the New Year. Wildcraft, a popular place for locals and tourists alike, recently announced it will undergo a complete conceptual revolution project in early 2019.

As part of the transformation, Wildcraft will begin a significant evolution in the aesthetic design both internally and externally. The restaurant will undergo a complete re-imaging – everything from glassware, uniforms, audio visual programming and décor will be redesigned to match the new Wildcraft feel.

Guests will also notice changes to the culinary menu and an exciting revamp to the cocktail menu that will use creative and unique ways to present cocktails, as well as an enhanced premium beer program and an evolution to the wine program with more than 70 by the bottle wines included on the new menu.

“For more than a decade, Wildcraft has been fortunate to serve the community of Waterloo,” says Jody Palubiski, CEO of the Charcoal Group of Restaurants. “We’re so excited for our guests to experience this new chapter with us. The new year is a time for renewal and positivity which is exactly what we’re bringing to Wildcraft with the redevelopment of the restaurant.”

Twelve years ago, Wildcraft set its sights on a city of community-driven people, and from there, grew to become an authentic location for people to celebrate and enjoy in Waterloo. Since its opening, Wildcraft has served more than 1.5 million guests and has committed to growing that number by extending their lease for the next 20 years.

“Waterloo is an important part of our story and we are looking forward to reinvesting in our community and offering a new and exciting experience to our new and loyal guests,” says Palubiski. “This rejuvenation project is one you won’t want to miss.”

Wildcraft is set to reopen in February 2019 with a new look and an even better story. Be sure to follow the story www.awildreinvention.ca



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To learn more about the Charcoal Group of Restaurants, visit its website <http://charcoalgroup.ca>. Follow Wildcraft on [Instagram](#) and [Twitter](#) and Like it on [Facebook](#).

ABOUT THE CHARCOAL GROUP

The roots of the Charcoal Group of Restaurants can be traced back to 1956 with a 42-seat eatery now known as the iconic Charcoal Steak House. The business has grown through the past 60 years based on a commitment to delivering superior hospitality experiences and a philosophy of constant and never-ending improvement.

The Charcoal Group of Restaurants is a dynamic and rapidly growing, privately owned enterprise. We value our people and what they bring to the business. We are curating a team of amazing talent who use their fanatical attention to detail to help grow a group of insanely great restaurants.