

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86234074
LAW OFFICE ASSIGNED	LAW OFFICE 109
MARK SECTION	
MARK FILE NAME	http://tmng-al.uspto.gov/resting2/api/img/86234074/large
LITERAL ELEMENT	THE RUSTIC KITCHEN · BACKYARD · BAR · MUSIC
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
ARGUMENT(S)	
RESPONSE TO FINAL OFFICE ACTION OF FEBRUARY 3, 2015 AND REQUEST FOR RECONSIDERATION	
<u>REMARKS</u>	
<p>The above-identified application has been carefully reviewed in view of the Final Office Action mailed February 3, 2015. Reconsideration and withdrawal of the rejection entered by the Examining Attorney is respectfully requested in light of the arguments and authorities herein presented.</p> <p>Applicant reincorporates the arguments set forth in its prior response and the exhibits thereto as if fully set forth herein.</p> <p><u>THE REFUSAL TO REGISTER UNDER SECTION 2(D) IS IMPROPER.</u></p> <p>The Examiner has refused registration of Applicant's mark THE RUSTIC, Serial No. 86/234074 based upon Trademark Act Section 2(d), 15 U.S.C. Section 1052(d), citing U.S. Registration No. 4,253,386 for RUSTIC KITCHEN. Applicant submits that concurrent use and registration of Applicant's mark will not likely cause confusion, mistake, or deception and requests that the Examining Attorney's rejection be withdrawn.</p> <p><u>Applicant's Mark is Readily Distinguishable from The Cited Mark</u></p> <p>The Examining Attorney suggests that, because the word "KITCHEN" appears below the word "RUSTIC" in Applicant's composite mark, consumers would recall Applicant's mark as being "RUSTIC KITCHEN." This line of reasoning defies logic.</p> <p>Applicant's addition of "THE" preceding "RUSTIC" disrupts the ordinary and expected flow when the</p>	

mark is read or pronounced. Applicant's use of "THE" is not the mere addition of a definite article in the manner discussed in *In re Thor Tech Inc.* or *In re Narwood Prods. Inc.* Here, Applicant's addition of "THE" and omission of a word following "RUSTIC" converts the adjective *rustic* to a noun. *Rustic* is traditionally used as an adjective in modern, American speech – its noun form is arcane, at best – and Applicant's transformation of it to a noun creates a memorable, distinctive impression to consumers.

The Examining Attorney asserts that "KITCHEN BACKYARD BAR MUSIC" are subsequent nouns that follow "THE RUSTIC." While this may be true, the presence of these nouns does not alter the effect these words have on consumers—that is, consumers would recognize these words as describing Applicant's services. They do not convert "RUSTIC" into an adjective. Applicant has provided numerous examples of "RUSTIC" marks in the restaurant industry, all of which follow the common *adjective + noun* conformation of the cited mark. This evidence underscores that Applicant's "THE RUSTIC" mark would strike the consumer's mind as unusual and distinctive.

Moreover, prospective purchasers—and in fact, virtually any native English speaker—would read Applicant's mark from top to bottom and from right to left, as this is normal in the course of reading the English language. A consumer would naturally be inclined to read the largest and most prominent words in the vertical plane first—here, "THE RUSTIC"—and then collectively read the words "KITCHEN BACKYARD BAR MUSIC" as they appear in a single horizontal plane. It is inconceivable that a consumer would mentally dissect Applicant's composite mark at an unnatural break in the horizontal plane of Applicant's mark and recall only "RUSTIC KITCHEN" any more than they would recall the mark as "KITCHEN BACKYARD."

Based on the natural tendency of English speakers to read text from top to bottom and from right to left, consumers would, almost certainly, only recall "THE RUSTIC" as the mark under which Applicant renders its services. Contrary to the Examining Attorney's assertion, the applied-for-mark is not merely the words, "THE RUSTIC KITCHEN BACKYARD BAR MUSIC," but one that contains distinctive design elements, including the retro-style microphone appearing in the most prominent word "RUSTIC" and the large fork icon that uniquely forms the letter "I" in RUSTIC. Surely, consumers would recall these distinctive elements and "THE RUSTIC" before dissecting the mark in such an unusual way that the Examining Attorney suggests. Moreover, the distinctive microphone and fork elements indicate that Applicant offers both music and food and telegraphs the nature of Applicant's unique establishment.

The Examining Attorney also required Applicant to disclaim "KITCHEN BACKYARD BAR MUSIC" because the "evidence from applicant's website demonstrate[d] applicant's descriptive usage of this wording." The Examining Attorney likewise acknowledged that the "disclaimed wording is smaller in size and appears at the end of the mark . . . this wording is less significant in terms of affecting the mark's commercial impression." It stands to reason that consumers would also recognize these words as merely describing the type of services that Applicant offers. The words "KITCHEN BACKYARD BAR MUSIC" immediately convey the kind of experience the consumer can expect to have at Applicant's establishment. Consumers would expect savory meals, a laidback atmosphere, alcoholic beverages, and live events. The cited mark has no such impression, and if anything, would call to mind its "Old World style bistro," an impression that is readily distinguishable from Applicant's mark and is evidenced by the cited registration's specimens of record. Therefore, it is difficult to imagine that the first descriptive word (i.e., "KITCHEN") within a series of descriptive words (i.e., "KITCHEN BACKYARD BAR MUSIC") would resonate in the minds of consumers as indicating the source of Applicant's services.

Accordingly, Applicant's mark is readily distinguishable from the cited mark based upon the visual and aural differences in the marks and the distinctive commercial impression of Applicant's mark.

The Services are Readily Distinguishable

The Examining Attorney asserts that "Applicant's characterization of registrant's services as 'Old World style bistro' . . . is without evidentiary support." However, the Registrant's specimen of record clearly shows Registrant offers a "New American cuisine in an Old World style bistro." As a courtesy, Applicant

has attached such specimen as Exhibit 1 hereto.

The Examining Attorney has also attached evidence of establishments that offer both fine dining and live music and argues that, because some establishments offer both services, consumers will confuse Registrant's "Old World style bistro" with Applicant's live music venue. Applicant respectfully disagrees. Registrant does not appear to offer any musical performances, ambient or otherwise, and the services claimed in the cited registration make absolutely no reference to entertainment of any kind. Because the "nature and scope of a party's goods or services must be determined on the basis of the goods or services recited in the application or registration," Applicant's live music venue services are distinguishable from Registrant's restaurant services. TMEP § 1207.01(a)(iii) (citing *Stone Lion Capital Partners, L.P. v. Lion Capital L.L.P.*, 746 F.3d 1317, 110 USPQ2d 1157, 1162 (Fed. Cir. 2014)).

The Respective Services are Carefully Chosen by Consumers

Applicant's establishment attracts a discerning clientele of music lovers who make sophisticated, careful purchasing decisions. The Examining Attorney has rejected this argument as lacking in evidentiary support; however, the application of a modicum of logic easily demonstrates Applicant's point.

The Trademark Manual of Examining Procedure provides that "circumstances suggesting care in purchasing may tend to minimize the likelihood of confusion." TMEP § 1207.01(d)(vii). These circumstances go to the fourth *du Pont* factor – the conditions under which and buyers to whom sales are made, i.e., impulse versus careful, sophisticated purchasing.

The relevant consumer who attends live music venues would also review the place and performer before deciding to attend. Attending a concert requires careful thought and planning, including the gathering of friends and the coordinating of meeting times. As the reviews in Exhibit 2 make abundantly clear, Applicant's establishment is such a place. Consumers have reported that Applicant's live music venue is routinely "crowded" and "gets packed" several hours before the main performance begins. This clearly evidences that consumers do not make an impulse decision to attend an event at Applicant's establishment but, rather, plan well in advance. Indeed, consumers must plan carefully, lest they miss a show altogether.

Accordingly, the types of consumers who seek either Applicant's entertainment services or Applicant's restaurant services are the type of sophisticated consumers who are not readily confused by marks that contain some similar elements.

There Has Been Significant Concurrent Use with no Evidence of Actual Confusion

Although the Examining Attorney need only show a likelihood of confusion between Applicant's mark and the cited registration, a lack of actual confusion for almost two years is nevertheless relevant and persuasive that confusion is not likely to occur in the future. The persuasiveness of this factor is precisely the reason it was enshrined in the *duPont* factors decades ago.

There are Numerous Coexisting "RUSTIC" Marks

Although coexisting registrations are not *probative* of the right of an applied-for mark to coexist with a cited registration, they are nevertheless instructive. The existence of coexisting registrations goes to the sixth *du Pont* factor – the number and nature of similar marks in use with similar goods/services.

The Examining Attorney asserts that the numerous third-party registrations do not indicate whether the marks are "in *actual use* in the marketplace or that consumers are accustomed to seeing them." Despite the somewhat nonsensical assertion that marks registered under Section 1(a) of the Trademark Act might not be in use in the marketplace, applicant has provided such evidence in Exhibits 3-9. In addition, Applicant submits Exhibits 10-28 to provide the Examining Attorney with a mere sampling of unregistered RUSTIC-formative marks that customers will encounter in the restaurant industry.

As the evidence indicates, the relevant consuming public is so accustomed to encountering dozens of marks in the restaurant sphere that contain “RUSTIC” that they will, by necessity, look to other elements to distinguish the source of the respective services.

The Examining Attorney also asserts that Applicant’s providing of registrations containing foreign words that translate to the English equivalent, “RUSTIC,” has little probative value. However, the doctrine of foreign equivalents assumes that ordinary purchasers “stop and translate” foreign words. TMEP § 1207.01(b)(vi)(A). Based on the visual similarities between “RUSTIC,” “RUSTICO” and “RUSTICA,” consumers would readily understand these foreign words to mean “RUSTIC.” These coexisting registrations are instructive because they indicate consumers are unlikely to confuse marks containing “RUSTIC” or a similar foreign equivalent.

Therefore, Applicant’s unusual conversion of “RUSTIC” from an adjective to a noun by addition of the prefix “THE” and its unique business model are well sufficient to distinguish Applicant’s mark and services from the other owners in a crowded field of “RUSTIC” marks.

NOTICE OF INTENT TO APPEAL

By way of notice only, Applicant hereby informs the Examining Attorney of its intent to appeal any continued rejection of the present application. A Notice of Appeal is submitted concurrently with this response.

CONCLUSION

The present response is intended to address fully all issues raised by the Examining Attorney. Applicant respectfully requests reconsideration and withdrawal of the rejection under § 2(d) and approve the application for publication at the earliest possible date. Applicant's attorney requests that the Examining Attorney contact the attorney of record if further clarification is needed or if a telephone conference would be useful in resolving the issues pending in this matter.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)

ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 1 - RUSTIC KITCHEN Specimen of Record.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0002.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 2 - Reviews of THE RUSTIC.pdf
CONVERTED PDF FILE(S) (27 pages)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0004.JPG
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 3 - Rustic Inn.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0030.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 4 - Rustico Cooking.PDF
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 6 - Rustic Bakery.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 7 - Cafe Rustica.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 8 - Rustico Restaurant.PDF
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0038.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 9 - Rustic Tavern.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 10 - DJ_s Rustic Restaurant.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 11 - Rustic Barn Pub.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 12 - Rustic Canyon Kitchen.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 13 - Rustic Eatery.pdf

CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0043.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 14 - Rustic Francis s Favorites.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0044.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 15 - Rustic Inn Cafe.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0045.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 16 - Rustic Log Cabin Restaurant.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 17 - Rustic Oak Grill Pub.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 19 - Rustic Oven.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_. Exhibit 21 - Rustic Roadhaus.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 22 - Rustic Stone.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 23 - Rustic Table.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 24 - Rustic Tavern.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0054.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 25 - _The Rustic Goat Eatery.pdf
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ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 26 - _Umbria Rustic Italian.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0056.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 27 - _Carlsons Rustic Ridge.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0057.JPG
ORIGINAL PDF FILE	evi_1219128154-20150803144753109045_ . Exhibit 28 - _Cedar Rustic Inn.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\862\340\86234074\xml11\RFR0058.JPG
DESCRIPTION OF EVIDENCE FILE	Exhibit 1: Specimen of record for cited registration; Exhibit 2: Consumer and media reviews of Applicant's establishment; Exhibits 3-9: Evidence of use of third-party registered marks; Exhibits 10-28: Evidence of use of third-party unregistered marks
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Anne M. Turner/
SIGNATORY'S NAME	Anne M. Turner

SIGNATORY'S POSITION	Attorney of record, Texas bar member
SIGNATORY'S PHONE NUMBER	214-953-1161
DATE SIGNED	08/03/2015
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Aug 03 14:57:55 EDT 2015
TEAS STAMP	USPTO/RFR-12.191.28.154-2 0150803145755259511-86234 074-540f38b1a152d1ac362ca 3fb4b31a737ede17fadb65184 519df6e66a4ccd88a59-N/A-N /A-20150803144753109045

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

**Request for Reconsideration after Final Action
To the Commissioner for Trademarks:**

Application serial no. **86234074** THE RUSTIC KITCHEN · BACKYARD · BAR · MUSIC (Stylized and/or with Design, see <http://tmng-al.uspto.gov/resting2/api/img/86234074/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

**RESPONSE TO FINAL OFFICE ACTION OF FEBRUARY 3, 2015
AND REQUEST FOR RECONSIDERATION**

REMARKS

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The Respective Services are Carefully Chosen by Consumers

Applicant’s establishment attracts a discerning clientele of music lovers who make sophisticated, careful purchasing decisions. The Examining Attorney has rejected this argument as lacking in evidentiary support; however, the application of a modicum of logic easily demonstrates Applicant’s point.

The Trademark Manual of Examining Procedure provides that “circumstances suggesting care in purchasing may tend to minimize the likelihood of confusion.” TMEP § 1207.01(d)(vii). These circumstances go to the fourth *du Pont* factor – the conditions under which and buyers to whom sales are made, i.e., impulse versus careful, sophisticated purchasing.

The relevant consumer who attends live music venues would also review the place and performer before deciding to attend. Attending a concert requires careful thought and planning, including the gathering of friends and the coordinating of meeting times. As the reviews in Exhibit 2 make abundantly clear, Applicant’s establishment is such a place. Consumers have reported that Applicant’s live music venue is routinely “crowded” and “gets packed” several hours before the main performance begins. This clearly evidences that consumers do not make an impulse decision to attend an event at Applicant’s establishment but, rather, plan well in advance. Indeed, consumers must plan carefully, lest they miss a show altogether.

Accordingly, the types of consumers who seek either Applicant’s entertainment services or Applicant’s restaurant services are the type of sophisticated consumers who are not readily confused by marks that contain some similar elements.

There Has Been Significant Concurrent Use with no Evidence of Actual Confusion

Although the Examining Attorney need only show a likelihood of confusion between Applicant’s mark and the cited registration, a lack of actual confusion for almost two years is nevertheless relevant and persuasive that confusion is not likely to occur in the future. The persuasiveness of this factor is precisely the reason it was enshrined in the *duPont* factors decades ago.

There are Numerous Coexisting “RUSTIC” Marks

Although coexisting registrations are not *probative* of the right of an applied-for mark to coexist with a cited registration, they are nevertheless instructive. The existence of coexisting registrations goes to the sixth *du Pont* factor – the number and nature of similar marks in use with similar goods/services.

The Examining Attorney asserts that the numerous third-party registrations do not indicate whether the marks are “in *actual use* in the marketplace or that consumers are accustomed to seeing them.” Despite the somewhat nonsensical assertion that marks registered under Section 1(a) of the Trademark Act might not be in use in the marketplace, applicant has provided such evidence in Exhibits 3-9. In addition, Applicant submits Exhibits 10-28 to provide the Examining Attorney with a mere sampling of unregistered RUSTIC-formative marks that customers will encounter in the restaurant industry.

As the evidence indicates, the relevant consuming public is so accustomed to encountering dozens of marks in the restaurant sphere that contain “RUSTIC” that they will, by necessity, look to other elements to distinguish the source of the respective services.

The Examining Attorney also asserts that Applicant’s providing of registrations containing foreign words that translate to the English equivalent, “RUSTIC,” has little probative value. However, the doctrine of foreign equivalents assumes that ordinary purchasers “stop and translate” foreign words. TMEP § 1207.01(b)(vi)(A). Based on the visual similarities between “RUSTIC,” “RUSTICO” and “RUSTICA,” consumers would readily understand these foreign words to mean “RUSTIC.” These coexisting registrations are instructive because they indicate consumers are unlikely to confuse marks containing “RUSTIC” or a similar foreign equivalent.

Therefore, Applicant’s unusual conversion of “RUSTIC” from an adjective to a noun by addition of the prefix “THE” and its unique business model are well sufficient to distinguish Applicant’s mark and services from the other owners in a crowded field of “RUSTIC” marks.

NOTICE OF INTENT TO APPEAL

By way of notice only, Applicant hereby informs the Examining Attorney of its intent to appeal any continued rejection of the present application. A Notice of Appeal is submitted concurrently with this response.

CONCLUSION

The present response is intended to address fully all issues raised by the Examining Attorney. Applicant respectfully requests reconsideration and withdrawal of the rejection under § 2(d) and approve the application for publication at the earliest possible date. Applicant’s attorney requests that the Examining Attorney contact the attorney of record if further clarification is needed or if a telephone conference would be useful in resolving the issues pending in this matter.

EVIDENCE

Evidence in the nature of Exhibit 1: Specimen of record for cited registration; Exhibit 2: Consumer and media reviews of Applicant’s establishment; Exhibits 3-9: Evidence of use of third-party registered marks; Exhibits 10-28: Evidence of use of third-party unregistered marks has been attached.

Original PDF file:

[evi_1219128154-20150803144753109045 . Exhibit 1 - RUSTIC KITCHEN Specimen of Record.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_1219128154-20150803144753109045 . Exhibit 2 - Reviews of THE RUSTIC.pdf](#)

Converted PDF file(s) (27 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

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[Evidence-23](#)

[Evidence-24](#)

[Evidence-25](#)

[Evidence-26](#)

[Evidence-27](#)

Original PDF file:

[evi_1219128154-20150803144753109045_ . Exhibit 3 - Rustic Inn.pdf](#)

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[evi_1219128154-20150803144753109045_ . Exhibit 4 - Rustico Cooking.PDF](#)

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[Evidence-2](#)

Original PDF file:

[evi_1219128154-20150803144753109045_ . Exhibit 5 - Pizza Rustica.PDF](#)

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[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

Original PDF file:

[evi_1219128154-20150803144753109045_ . Exhibit 6 - Rustic Bakery.pdf](#)

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[Evidence-1](#)

Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_7_-_Cafe_Rustica.pdf](#)

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[evi_1219128154-20150803144753109045_.Exhibit_8_-_Rustico_Restaurant.PDF](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_9_-_Rustic_Tavern.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_11_-_Rustic_Barn_Pub.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_12_-_Rustic_Canyon_Kitchen.pdf](#)

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[Evidence-1](#)

Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_13_-_Rustic_Eatery.pdf](#)

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[evi_1219128154-20150803144753109045_.Exhibit_14_-_Rustic_Francis_s_Favorites.pdf](#)

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[evi_1219128154-20150803144753109045_.Exhibit_16_-_Rustic_Log_Cabin_Restaurant.pdf](#)

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[evi_1219128154-20150803144753109045_.Exhibit_17_-_Rustic_Oak_Grill_Pub.pdf](#)

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[evi_1219128154-20150803144753109045_.Exhibit_19_-Rustic_Oven.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_20_-Rustic_River_Restaurant.pdf](#)

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[Evidence-1](#)

Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_21_-Rustic_Roadhaus.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_22_-Rustic_Stone.pdf](#)

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[evi_1219128154-20150803144753109045_.Exhibit_24_-Rustic_Tavern.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_25_-The_Rustic_Goat_Eatery.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_26_-Umbria_Rustic_Italian.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_27_-Carlsons_Rustic_Ridge.pdf](#)

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Original PDF file:

[evi_1219128154-20150803144753109045_.Exhibit_28_-Cedar_Rustic_Inn.pdf](#)

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[Evidence-1](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Anne M. Turner/ Date: 08/03/2015

Signatory's Name: Anne M. Turner

Signatory's Position: Attorney of record, Texas bar member

Signatory's Phone Number: 214-953-1161

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86234074

Internet Transmission Date: Mon Aug 03 14:57:55 EDT 2015

TEAS Stamp: USPTO/RFR-12.191.28.154-2015080314575525

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Rustic Kitchen

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Award Winning Cuisine Signature Cocktails & Beautiful Decor...



New American cuisine in an Old World style bistro. Our warm romantic & inviting dining rooms are a welcome compliment to our lively bar-café.

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Rustic Kitchen

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the COOKING Show



The Rustic - Bars - Uptown x
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The Rustic

370 reviews Details

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\$\$ · Bars, Southern Edit



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Chicken plate, (substituted the normal... by William M.

See all 315 photos

The Rustic - Bars - Uptown x
www.yelp.com/biz/the-rustic-dallas?start=40



Joelle K.
Dallas, TX
8 friends
13 reviews

★★★★★ 5/18/2015

Let me start by saying, if you haven't been yet, it should be at the top of your list! The atmosphere is awesome, one of the best patios in Dallas plus it has live music! I reserved tables for my birthday and the event coordinator Marque was great. Once we got there we were treated by our servers Stephanie and Jessica, who were hands down some of the best I've ever had!!! These girls were fun, friendly and despite a 40 min backup at the bar, got us our drinks as fast as they could. I couldn't have been happier... Thank you for making it a great night!



The Rustic - Bars - Uptown x
www.yelp.com/biz/the-rustic-dallas



Erica L.
Spring, TX
28 friends
8 reviews

★★★★☆ 5/8/2015

1 check-in

The Rustic is a fantastic "Texas" spot. Love listening to live music. There is something for everyone here. The food is unique and delicious! Quail was cooked perfectly and seasoned amazingly. The goat cheese appetizer was so stinking good. It gets really packed and hard to find a table, so those are the only down sides. But the atmosphere is hands down bad a**.



Jim M.
Clovis, CA
2 friends
19 reviews

★★★★★ 5/3/2015

So glad we found this place in Dallas. Arrived at about 6pm on a Saturday night. Place was packed already with people everywhere. Very cool open air concept with great music setting the tone. Crowd was younger but all ages were having fun. Food was great! Definitely recommended if your visiting Dallas.



Shariq H.
Dallas, TX
79 friends
47 reviews
Elite '15

★★★★☆ 4/9/2015

2 check-ins

I really didn't like this place when I walked in - way crowded and nowhere to go.

Yet, somehow, we were able to find a seat within five minutes outside and the weather was fantastic. If it's cold out, good luck. A waitress somehow knew we weren't being served and allowed us to order quickly and she remained attentive. And we somehow got our drinks and food in a (somewhat) reasonable amount of time. They have a awesomely large selection on tap and the food is actually quite good. They had a live band playing outside on the patio - which is as large as in the inside - that was actually pretty good.

For the food, they were out of calf fries (thankfully!). For those of you that don't know what they are... I don't either and I don't want to. So instead we got the Texas Goat Cheese which was very good. Other than that, we ordered a couple of the Rustic Burgers - they were an awesome blend of taste and a good headliner item that comes with potato chips (yays I'm pretty sure) and some pickles (ew). The menu isn't too extensive but that's ok as long as the few things they have are good.

I give it a 3 because the place is really loud - extremely loud. I felt like I couldn't be a part of the conversation within my group of five only. Also, seating will be impossible for larger groups even though The Rustic itself is beyond large.

The Rustic - Bars - Uptown x
www.yelp.com/biz/the-rustic-dallas?start=40

 **Ashley F.**
Coppell, TX
19 friends
28 reviews

★★★★☆ 4/27/2015

I've only come here for drinks, but this place is alright. I've heard they have live music, but haven't been here during it. The drinks are just so so, with typical pricing for this area. In the evening it gets crazy crowded and nearly impossible to find a seat. It's difficult to catch a waiter or waitress to get a drink, so often times you're forced to go up to the bar and wait in that line to get a drink or service. It's a neat venue with a lot of potential, but it fills up very fast. Very casual or country dress. I typically don't come here on weekends due to the crowd.

The Rustic - Bars - Uptown x
www.yelp.com/biz/the-rustic-dallas?start=80

 **Lauren T.**
Dallas, TX
230 friends
224 reviews
Elite '15

★★★★☆ 1/27/2014

The Rustic is one of those places in Dallas like Katy Trail Ice House.... Love it or hate it, you have to at least try it once. Lucky for me, I happen to love this establishment! One thing uptown doesn't have a lot of is country-themed bars, and this place fills the void with flying colors (although nothing is TRULY country in uptown). I haven't tried the food here, but the drinks are tasty and the atmosphere is bustling.

The Rustic is usually pretty packed, so be prepared to valet or search extensively for parking. You can come here dressed down or dressed up, and it is a great spot for happy hour or game day. This will be the first springtime in Big D for the Rustic, and I can see myself frequently coming here with friends on many sunny Saturday afternoons. Stay tuned!

From the Dallas Business Journal

[:http://www.bizjournals.com/dallas/print-edition/2013/04/05/uptown-restaurantmusic-venue-gets-5.html](http://www.bizjournals.com/dallas/print-edition/2013/04/05/uptown-restaurantmusic-venue-gets-5.html)

The Rustic brings new dining, entertainment concept

SUBSCRIBER CONTENT: Apr 5, 2013, 5:00am CDT Updated: Apr 4, 2013, 3:11pm CDT



[Candace Carlisle](#)

Staff Writer- Dallas Business Journal

[Email](#) | [Twitter](#) | [Twitter](#) | [Google+](#)

The half-built stage near the northwest corner of Lemmon Avenue and North Central Expressway in Uptown doesn't look like much, but the forces behind Dallas-based Free Range Concepts LLC hope it will become the center of a restaurant and music venue known as The Rustic.

Even if it is only temporarily.

"We are really in the center of one of the densest populated areas in Texas, but you have this open-air, park-like setting that's pretty unique," said [Kyle Noonan](#), developer and co-founder of Free Range Concepts, which also developed the Sunset Lounge off Ross Avenue and Bowl and Barrel in The Shops at Park Lane. Noonan and [Josh Sepkowitz](#), co-founder of Free Range Concepts, oversee the project.

The nearly 8,000-square-foot restaurant and bar is scheduled to open in July. Plans include a stage for outdoor concerts, picnic tables and various open-flame grilling areas featuring different styles of wood to add flavor to [Chef Sharon Hage's](#) menu. Hage is an of-the-moment consulting chef that has developed menus for new concepts including The Lot and Bowl and Barrel.

The Rustic is being developed in partnership with singer-songwriter [Pat Green](#).

This likely won't be the last real estate built on the 2.5-acre tract of land, which sits next to the trolley turntable and Cityplace DART station. The last hurrah will belong to property owner Cityplace Co.

Eyeing bigger plans

When Cityplace bought 131 acres of land two decades ago, the development company set aside

the best parcel.

The Rustic will be there for five to 10 years, said [Neal Sleeper](#), president of Cityplace Co.

"As opposed to developing that first, our plan has always been to develop our best property last," Sleeper said. "This is a great way to put this land to use and generate activity without doing anything permanent in nature."

What's the end-game for this lot? A 43-story, half million-square-foot office tower with a retail component, Sleeper said.

The project would play off the high-density surrounding, including Forest City's \$100 million residential and retail high-rise next to the West Village. But that's a long way off, he said.

"We aren't even tempted to think about doing another development until someone just has to have a half-million-square-foot building," Sleeper said.

But until then ...

The Rustic will create another social space in Dallas, said Noonan, who doesn't mind facing a short-term future. He declined to disclose the company's investment into The Rustic, which can accommodate about 400 people.

The project is exciting for the neighborhood, said [Amy Gibson](#), executive director at **Uptown Dallas Inc.**, a nonprofit that oversees the Uptown Public Improvement District.

"It's important to Uptown, which is the most densely populated neighborhood in Dallas," Gibson said, adding that green space was an important commodity to the neighborhood, which recently began remodeling Griggs Park at the northwest corner of Woodall Rodgers Freeway and North Central Expressway.

Within 500 yards of The Rustic, there are roughly 3,000 apartments or condominiums, Noonan said, who pulled the area's statistical information before tackling the project. Uptown's population has increased 80 percent over the past decade to about 13,000 residents, in part because of the high-rise apartment and condominium development.

Free Range Concepts is also working on its fourth venture, a restaurant/bar/dog park concept dubbed Mutts Canine Cantina, scheduled to open adjacent to The Rustic in May.

ccarlisle@bizjournals.com | 214-706-7121

Candace covers commercial and residential real estate and sports business.

INSIDE PAT GREEN'S MASSIVE NEW VENUE AND RESTAURANT IN DALLAS, THE RUSTIC

BY KELLY DEARMORE

FRIDAY, OCTOBER 11, 2013 | 2 YEARS AGO



Mike Brooks

"Hello! Here we have calf-fries with a touch of Tabasco, would you like one?" asks an attractive female server wearing tighter-than-tight jeans and boots.

For the first time in this Texan's life, the answer was yes, and it's a good thing it was (spicy wild boar meatballs and juicy shards of fried cactus were also warmly welcomed by this native Texan). The way in which the seemingly crude appetizer of deep-fried balls from some farm animal wasn't only tasty, but an elevated form of hors d'oeuvre, made for the best metaphor to describe the opening night of **The Rustic** -- a mix of whimsical Texas charm, Dallas money and good ol' fashioned creative vision.

See also: *Pat Green talks about the stripped-down approach to his new album*





Mike Brooks

The venue, a new dining concept and concert venue from the minds of Texas Country torchbearer **Pat Green** and the Dallas-based **FreeRange Concepts** (Bowl and Barrel, Mutt's Cantina) certainly held up its end of the bargain last night at the grand opening.



Mike Brooks

The entire venue, from the 40-plus beer taps under an American flag fashioned out of empty beer cans to the outdoor concert area was gorgeous, but it also had a casual feel that gives it a chance to embrace those who don't normally make Knox-Henderson Happy Hours a regular part of their week. There were plenty of rustic elements to be seen, aside from the beer-can flag, such as the varying types of wood that covered the walls which gave the interior of the restaurant the vibe of a cabin, albeit a fancy one. Portions of steel barrels functioned as light

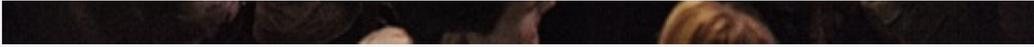
There's considerable on-site parking and easy street-parking access -- not usually a part of Dallas' Uptown area.



Mike Brooks

And the music venue has proper ambitions, with plans to host local music up to four nights a week, along with larger national acts a couple of times a month along Central Expressway. The whole thing feels like something that wouldn't normally happen here. Green, a member of Texas Country royalty, has a simple, but profound vision for the restaurant's musical aspect.





Mike Brooks

"We'll have 30 big-ticket shows a year here," he explains as he provides a tour through the bar-area and into the outdoor concert venue as gawkers stalk about a couple of hours before he would hit the stage."But this is a restaurant first, not a music venue. People are going to come here for the food and the drinks. It has to be that way for this to work, I think."



Mike Brooks

And yes, people were there for the drinks and were pleasantly surprised by the food, as local luminaries such as former Dallas Star goalie Marty Turco, Texas Ranger Ian Kinsler and legendary chef Dean Fearing were all on-hand. And as the perfectly weathered Dallas sky grew dark, the crowd of over one thousand gathered outside in the backyard biergarten area awaited the singer who has provided the soundtrack for innumerable college-years road-trips to christen the venue appropriately.

Even when down near the front of the crowd near the stage, it never felt jam-packed, which was nice, as it's tough to imagine a thicker crowd than one for a Pat Green show on the opening night of his own venue. As Green launched into perhaps his most beloved song, "Carry On," to start the show, the sound was clear, with stacked amps aplenty on each side of the stage (a massive wooden structure with large, lit-up letters spelling out the venue's name atop it) to appease the folks in the back of the yard. And the sight lines are excellent all the way back to the grassy area by the fence that backs up to the southbound service road for Central Expressway,

Local Country artist Deryl Dodd, who gigs more in Ft. Worth than Dallas, made a point to see the place, and he thinks The Rustic could be such a great development for the Dallas country music scene. "There's no other place like this in Dallas," he says. "The location. The sound, the

lighting, it's all perfect."



Mike Brooks

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Restaurant Reviews

Restaurant review: At the Rustic, it's all about smoke and great Texas beers



By **KIM PIERCE**

Special Contributor

Published: 19 December 2013 03:52 PM

Updated: 20 December 2013 10:16 AM

Remember the illuminated “home” sign in Stanley Kubrick’s *Clockwork Orange*? “RUSTIC” in garish marquee lights blazing above the outdoor stage smacks of similar irony.

Down in the Rustic’s “backyard,” among the picnic tables, Adirondack-ish chairs, forest of heaters and wood-fired chimney boxes, it’s folksy, free-for-all seating. The party next to us rushes over to check out our flames. The fire monitor drops by with fresh logs. Who cares if the temperature’s in the 40s? You can eat with gloves on. Even my reluctant, curmudgeonly companion has to admit it’s fun.

Part concert venue — metal doors roll up on two sides of the stage — part sports bar and part farm-to-table restaurant, the latest entry from Free Range Concepts, in partnership with singer Pat Green, plants a little patch of Texas dreamin’ amid Uptown’s high-rises and cranes. Partners Josh Sepkowitz and Kyle Noonan also brought us Mutts next door and Bowl and Barrel.

Getting a table inside can be tricky on nights when weather makes outside seating impossible. When that’s the case, you can wait up to two hours for a spot in the dining area. There, the tall ceiling suggests wide-open spaces. Distressed wood and tin accent the ranch theme, while communal tables and oversized booths ring the copper-topped, horseshoe-shaped bar. At the opposite end of the room, behind the dining area, windows separate

patrons from the business of the smoke.

Smoke is a big deal here. The kitchen crew fires up different woods each day, even if few people can distinguish oak-grilled from pecan-smoked. Executive chef Matt Balke, most recently of the Bolsa fold, oversees the team that turns out artfully smoke-infused dishes, none more startling in its goodness than the grilled rustic bread with satiny, artisanal Caprino Royale chevre from Waco.

Balke conspired with former York Street boss Sharon Hage and Noonan to create the high-minded comfort menu, exemplified by deviled eggs crowned with crackling-good fried chicken skin or wild boar meatballs cleverly bedded on puréed black beans. The “bright” confetti slaw flanking many entrees earns its name, and apple-cider vinaigrette gives baby kale salad with corn, pinto beans and carrots just the right lift.

A nice, smoky edge invigorated the gooey Rustic burger on a challah bun, whose promised brisket is minced and embedded in the cheddar. Just-right smokiness imbued juicy molasses-brined quail and achote-ancho-rubbed free-range chicken, too. The latter got even better with a swipe through wondrous lemony, buttermilk-based mustard “barbecue” sauce. Delivery was snappy, and this place can seat more than 500.

For dessert, the Key lime pie is classic. But the towering peanut-butter-mousse pie on a fudge-draped, chocolate-cookie crust is the talker here, with its sweet-bitter, creamy-crunchy two-step.

It feels like short shrift to only now mention the 34 Texas craft beers on tap, with more in bottles. They’re anything but an afterthought, although the same can’t be said for the wine list and its smattering of Texas wines.

All this raises the question: Is it possible for a venue to overestimate its clientele? Does the football or music fan who treasures his Rogness Rook really notice artisan goat cheese? Local greens? Fabulous Texas quail? For the sake of diners who adore such things, here’s hoping the commitment to quality endures.

Kim Pierce is a Dallas freelance writer.

THE RUSTIC (3 stars)

Price: \$\$\$ (appetizers \$5.95 to \$8.95, salads \$8.95 to \$13.95, sandwiches \$8.95 to \$11.95, entrees \$13.95 to \$28.95, desserts \$6.95 to \$7.95)

Service: Snappy, earnest, on the ball and fluent with Texas craft beers

Ambience: Uptown Texas ranch with a laid-back “backyard” and two-sided live music stage that opens onto the outdoor seating and the dining room

Noise level: Amazingly, never too loud for conversation, even when there's live music. Only when the big sports events (read: football games) blare over the high-def screens is talk impossible.

Location: 3656 Howell St., Dallas; 214-730-0596; therusticrestaurant.com

Hours: Sunday–Thursday 11 a.m. to midnight, Friday–Saturday 11 a.m. to 2 a.m.

Reservations: Accepted only for parties of 20 or more. When the weather makes outside seating unfeasible, waits can be long.

Credit cards: All major

Wheelchair accessible: Yes

Smoking: Outdoors in the backyard

Alcohol: Full bar, with 34 Texas craft beers offered on tap and a pretty good lineup of Texas spirits. Texas wines and wine in general play second fiddle.



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The Rustic in Dallas offers hometown music and good-ol' Texas comfort food

By Elizabeth Saab

Published April 04, 2014 | FoxNews.com

Tens of thousands of basketball fans have descended on Dallas this weekend for the Final Four. And it's a safe bet that many of them will head over to Grammy-nominated country singer Pat Green's The Rustic – a short drive from AT&T Stadium, where the NCAA men's basketball championship game will be held.

Thankfully, the 2 1/2-acre restaurant and music venue isn't in a remote part of Texas. It's actually in the middle of Uptown, one of Dallas' busiest neighborhoods.

Green and Free Range Concept partners Josh Sepkowitz and Kyle Noonan dreamed up the idea around the campfire.

"We had some cold beers and we were grilling out over this open flame and we had this *aha!* kind of moment," co-owner Noonan says. "And we said, everybody loves this experience. I think everybody can relate to a campfire-cookout-under-the-stars story, and we thought, couldn't we recreate that in an urban setting or something somewhere?"

The trio spent about a year to put it together, from scouting locations to building the perfect ... well ... "Rustic" atmosphere – complete with an American flag made out of beer cans (they offer nearly 40 Texas craft beers on tap).

The outdoor patio boasts of trees and live music under the stars, and the lineup includes Green. "When he comes here and plays, people talk about it for weeks afterwards," Noonan said. "It's so cool. It's such a neat experience to see him live. It's a blessing to have him a part of The Rustic."

And, of course, there's the food – a perfect menu dotted with Texas comfort dishes. There's quail, cactus, steak, burgers, even wild boar meatballs, and they're all locally sourced in the Lone Star State. Noonan wouldn't have it any other way.

"It's a healthier way to eat, but at the end of the day, it's a better tasting product. When you get something that came a few miles from you as opposed to a few thousand miles from you – it's just going to taste better."

The 7-month-old restaurant was a hit the minute they opened the doors. More than three thousand people showed up on the first night, and Noonan admits even he was surprised.

"The old adage, 'Be careful what you wish for,' really became true for us," he said. "We felt like we got hit by a hurricane. There's just no way to really prepare for that. But we've got our sea legs now."

Yes, they do. The Rustic has just been named the highest grossing restaurant/bar in Texas. "It really is a proud thing for us and the staff, and it shows that your hard work can pay off."

Noonan says there are plans to expand. They're hoping to open The Rustic in Houston and San Antonio in the next 18 months. Sepkowitz and Noonan also are the team behind Dallas' Bowl and Barrel and the popular Mutt's Canine Cantina, the outdoor burger bar and dog park next door to The Rustic.

Not bad for two guys who met in college and started their business a little over a year ago. And then to convince one of the most successful country singers in Texas to open a restaurant? Pretty impressive for such a young company.

<http://www.foxnews.com/leisure/2014/04/04/rustic-in-dallas-offers-hometown-music-and-good-ol-texas-comfort-food/>

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The Rustic



photography by Louie Solomon

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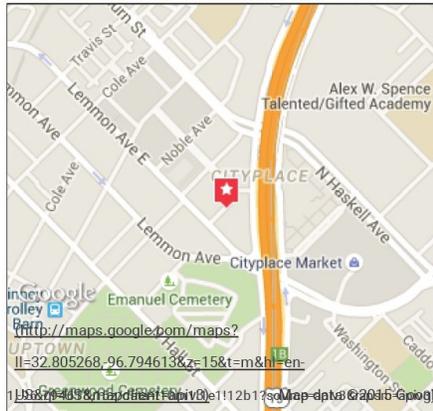
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PROFILE

This new, Texas-themed restaurant bar, located in the heart of Uptown, is brought to you by Josh Sepkowitz and Kyle Noonan of Bowl & Barrel and Mutt's. The menu offers 40 beers on draft which, should be taken outside for a spot on the patio. Also known as "Pat's Backyard," The Rustic's outdoor space, which is named after country singer and part-owner Pat Green, comes fully equipped with picnic tables, fire pits, a grassy



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 0.1 miles away

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experience, or on the weekends for live music while hanging out in a space that fully celebrates everything Texas.

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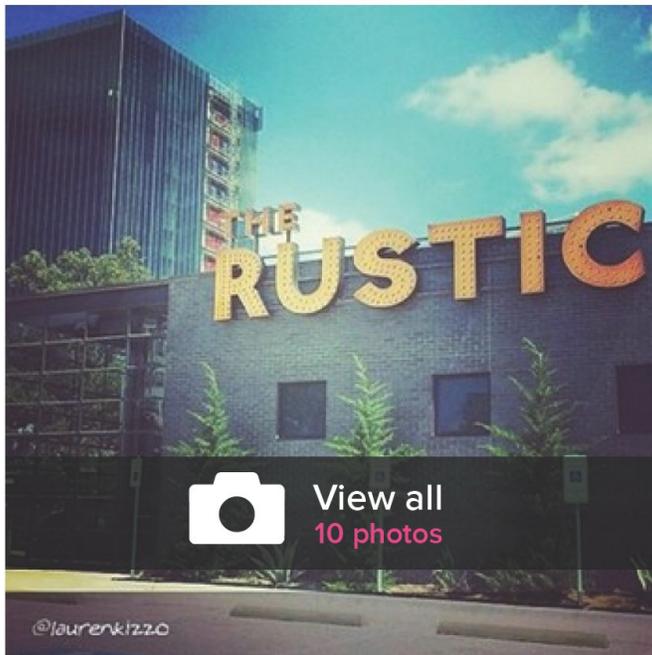
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The Rustic Rules Dallas

September 15, 2014

9:30 AM MST



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The Rustic: Kitchen, Backyard, Music & Bar

Rating: ★★★★★

There's nothing rusty about [Dallas'](#) best [bar](#), The Rustic. Shy of just their one year anniversary, The Rustic brings positive energy, live music and an awesome staff scattered across the gigantic establishment, both inside and out. Before The Rustic, Katy Trail Ice House was the patio to go to & bar to watch football and people watch. Sorry, Katy Trail, I love you guys, but The Rustic and owners behind this brilliant concept mastered the imaginative creation of what an outside patio should look like.

The Rustic's outside is designed almost like The Gexa Energy music venue; a lawn, middle section with tables and the stage. People sit on the lawn, make new friends at shared picnic tables or dance right next to the stage during a live performance. Behind the stage shines this huge sign spelling out THE RUSTIC & truly gives the feeling that you're at legit concert with waiters & waitresses bringing you what you want in a timely manner. Everything about this place is stellar; the food, the vibe and management style. A manager always stops by to make sure your experience is great.

'With a relaxed casual atmosphere, it's a place where anyone can feel at home. Enjoy authentic local beers, wines, and spirits served by a friendly staff. Listen to live music from local and national artists, and take it all in from their award winning patio.

Their menu features seafood from the Gulf, steak sourced from local ranchers and dairy and produce grown by local farmers. Each one-of-a-kind creation is made from scratch in their expansive kitchen. Enjoy down-home food with a twist you won't find anywhere else.

The Rustic's local commitment doesn't stop in the kitchen; the bartenders pour the most prolific collection of Texas beverages around & are some of the coolest bartenders I've come across in awhile. I interviewed bartenders, owners and general managers of bars all across the United States for a television show, 'Bar Masters' & must say The Rustic scored with the talent they have. The Rustic also has 40 beers on tap, 30 of which are Texas craft beers, and a collection of local spirits and wines. Whether you have a love of local craft lager, a taste for Tito's Vodka made in Austin, or a sweet spot for local wines, their bar selection is sure to quench your thirst.'

The Rustic is located at the corner of Lemmon Ave & 75 in uptown Dallas and is brought to you by FreeRange Concepts & Pat Green.

For all inquiries regarding planning parties for 20 or more people, please contact Erin with Encore Live at (817) 996-2122 or erin@encorelive.com.

For inquiries regarding performing at The Rustic and production, please contact bandbooking@encorelive.com.

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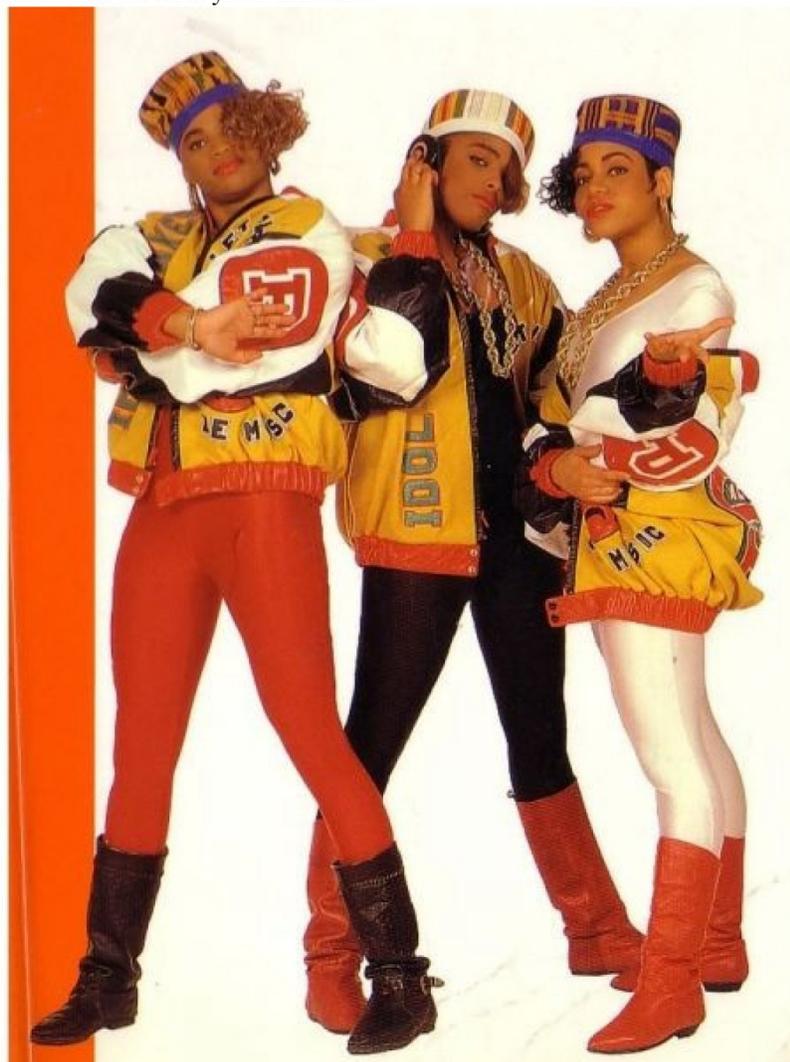
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Salt-N-Pepa Live at The Rustic, Uptown Dallas, Oct. 31



By: [Farrah Blakely](#) AXS Contributor Oct 26, 2014
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For any '90s hip-hop music lovers, Salt-N-Pepa will be at The Rustic in Uptown Dallas Oct. 31 for a live performance. The Grammy award winning all-female rap crew will be dropping dope lyrics from their many hits from the '90s. If you were not a teen in the '90s, poor you, you missed out on some of the best hip hop music of all time. There will never be another era of hip-hop music that will be this good. I'm just saying.

Salt-N-Pepa were the first female rap artists to dominate the rap industry during a time when male rap artists were

spewing degrading lyrics about women and creating coastal uproar with rap wars between the east and west coast. These show stopping females made hit after hit gaining industry wide respect for having upbeat, fun, and controversial rap songs that made you want to dance, their music was contagious.

Who can forget their first album with the hits “Ooh Baby, Baby” and “Push it”. They were regulars among Yo! MTV Raps top 10 artists. Umm...for you millennials that was a show on MTV that highlighted only rap videos. Yeah, back in the '90s MTV showed actual music videos.

Salt-N-Pepa took female empowerment to whole other level in the '90s with the message that women were just as powerful as men and that their power was just as fierce with their sex appeal as it was with their lyrics; remember their hits like “Shoop”, “Express yourself”, “Whattaman”, and “Let’s talk about sex”.

This will be a fun and lively performance. A great outing for the Halloween weekend. The Rustic is a great outdoor music venue with an intimate and relaxed atmosphere, friendly staff, and great food. Order with the Rustic Burger, you won't be disappointed.

“The Backyard”, this is where the live music takes place, its layered with picnic tables, string lights, and oak [trees](#). It really does feel like in your friend’s backyard listening to music and having a few drinks. It’s Dallas’ newest hot spot located in the trendy and always well populated Uptown area between Blackburn Street and Lemmon Avenue. Get your tickets, only \$26, at [Outhouse Tickets](#) or check [The Rustic website](#) for more info.



By: [Farrah Blakely](#) AXS Contributor

Oct 26, 2014

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Images from Friday night's Draft Party at the Rustic.

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The rocking Roomsounds take the stage. Photograph by [Claire McCormack](#).

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The rocking Roomsounds take the stage. Photograph by Claire McCormack.

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THE RUSTIC

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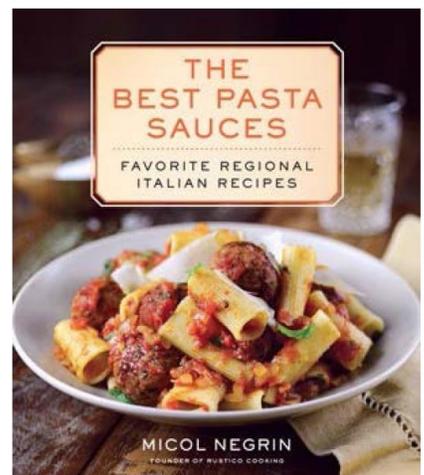
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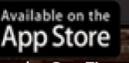
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www.rusticbakery.com

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Tom, Penny, and the family would like to extend our warmest welcome to everyone visiting our brand new website. We have had the pleasure of serving the Carlisle area for twelve years! We offer a wide range of choices from the casual meal to the fine dining experience. Our daily specials constantly changes with the season and the creativity of our chef.

To take advantage of our online special offers and promotions, go to the Guestbook and register. Comments are always appreciated and we look forward to serving you real soon.

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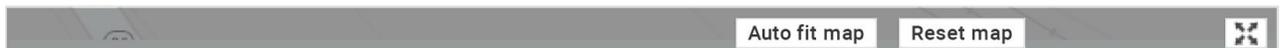
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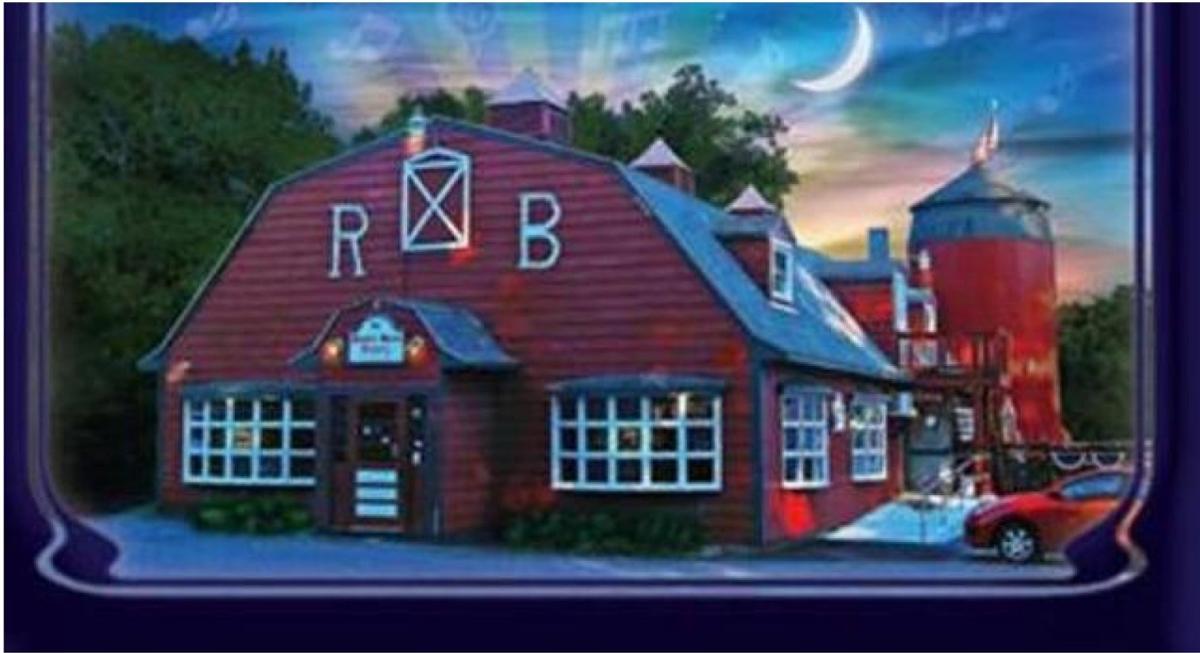
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Smitty's Rustic Barn Pub was established in the early 90's. The rustic ambiance created by the all barn wood interior and cozy stone fire place is the perfect setting for lunch or an evening out. We have live music Friday and Saturday nights. Thursday nights we have an Open Mic featuring a different local musician or band each week. During the summer months enjoy drinks on our spacious deck located on the silo side of the barn. We also offer a private party room located upstairs free of charge and a full catering menu. We are located right outside of Troy, nestled next to the Speigletown Fire house on Rt.40. Our privately owned parking lot provides plenty of parking for our patrons.

Rustic Barn Pub

150 Speigletown Rd Troy, NY 12182

518-235-5858

We are now delivering Thursday- Sunday call 235-5858 to place your order!

Rustic Barn Pub

Sunday: 12pm-? Monday-Saturday: 11am-?



RUSTIC CANYON

WINE BAR AND SEASONAL KITCHEN

[ABOUT](#) [MENUS](#) [PRESS](#) [NEWSLETTER](#) [OUR RESTAURANTS](#)



DINNER

ARTISANAL BEERS

HAND-CRAFTED COCKTAILS

WINES BY THE GLASS

WINES BY THE 1/2 BOTTLE

WINES BY THE BOTTLE



1119 Wilshire Blvd, Santa Monica, CA 90401 Phone 310.393.7050 Fax 310.393.7045



HOME

THE STORY

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GALLERY

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OUR MENU



By combining the freshest local ingredients with fundamental cooking techniques, at Rustic Eatery we focus on flavors, not flash.

OPENING HOURS



Come join us daily Sun - Sat
11am-9pm

CONTACT US



Whether it's lunch or dinner, you can call in your order at

661.254.8100

You also have the option of placing your order online by clicking [HERE](#)

COPPOLA PRESENTS
WINE FOOD TRAVEL STORYTELLING SHOP



FRANCIS FORD COPPOLA WINERY

OUR WINES

VISIT OUR LOCATION

Wine Experiences

Dine at the Winery

RUSTIC, Francis's Favorites

Pool Cafe

Pools & Cabines

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Movie Gallery

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Directions

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Join Our Mailing List **GO**

Sign up for 1¢ shipping on your first order!

Shopping Cart **0** | **CHECKOUT**

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NEWS | DIRECTIONS

Dine at the Winery

MAKE A RESERVATION



FRANCIS FORD COPPOLA WINERY, GEYSERSVILLE, CA

RUSTIC

FRANCIS'S FAVORITES



ABOUT
A TAVOLA
MENU



Wine Family Membership

Become a Member of our Wine Family to enjoy the very best of Wine, Food and Adventure.

300 Via Archimedes
Geyserville, CA 95441
(707) 857-1485
rustic@francisfordcoppolawinery.com
[Make a Reservation](#)

Open Daily for Lunch and Dinner 11am-9pm

Drawing on a life that has taken him around the world, Francis Ford Coppola shares his personal pantheon of recipes at *RUSTIC, Francis's Favorites*, the winery's full-service restaurant. Set in a Sonoma County-casual atmosphere, *RUSTIC's* menu embraces international as well as traditional Italian dishes, with an emphasis on family-style cooking that features fresh, seasonal ingredients sourced from the property's organic herb and produce garden. Authentic, Neapolitan-style pizzas are also a specialty.

A focal point of the dining room at *RUSTIC* is the *parrilla* (pronounced "pah-REE-jah"), an authentic Argentine grill. Manned by the restaurant's dedicated Asador, or grill-master, it provides a true South American experience of delicious, wood-grilled meats.

In addition to seating in our dining room, *RUSTIC* offers service on an outdoor terrace overlooking the picturesque Alexander Valley. A bar adjacent to the restaurant also serves a full complement of cocktails and an extensive wine and beer list.

'Outdoor Dining' - 2015 Diners' Choice Winner, OpenTable.com
'Great for Lunch' - 2015 Diners' Choice Winner, OpenTable.com
'Most Booked' - 2015 Diners' Choice Winner, OpenTable.com
'Scenic Views' - 2015 Diners' Choice Winner, OpenTable.com
'Best Outdoor Dining' - Best of North Bay 2014, Bohemian.com Reader's Poll





What We Do

The Rustic Inn Cafe and Gifts is a completely scratch, Made fresh to order family restaurant and quality gift store with gourmet candies, quality clothing, and giftware. Every thing we do on our restaurant menu is made on site. No fillers, no cheating, period!

Our dinner menu varies with the season. We specialize in flown in fresh Halibut and Salmon, locally caught Trout and Bluefin. Our breakfast and lunch menus are large and varied with something for everyone. We are Famous for our Homemade Pie and large and varied menus

- Breakfast, Lunch & Chef Drivin Dinner Menu, Seasonal Fish and Specials
- Quality Clothing and Giftware
- Award Winning Pies

Call Us Today!

The Rustic Inn is a Quality, Family Owned Business. We have won many awards over the years for our Homemade Pie and Great Menus. We are consistantly rated at 4 stars or better on Trip Advisor and most rating sites. We are Family Owned and a Family Member is almost always on site. Call ahead and get on our waiting list during peak periods. 218-834-2488

We look forward to serving you!



BEAR BRANCH HORSE RESORT Home of the Ultimate Trail Ride

Year-round Horse Camping at Its Best in the Shawnee National Forest

Chosen by readers of *Western Horseman* and *Trail Blazer* magazines as among the "Top 5 Best Places to Ride"!

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Catering to Trail Riders, Hikers, Hunters and Nature Lovers



Family Style Good Home Cookin!



Bear Branch offers an authentic old time atmosphere for relaxing with family and friends

BEAR BRANCH HORSE RESORT

Rustic Log Cabin Restaurant

Due to the severe subzero winter weather here in Southern Illinois, our restaurant has suffered extensive water problems and damage. We regret that it will not be open this year, 2015. You will find other quality restaurants in the area, however.



Our Rustic Log Cabin Restaurant, open Friday through Sunday, offers a quiet setting, great food, and a spectacular view. On regular weekends we are open Friday and Saturday from 4 p.m. to 9 p.m. for dinner, and Saturday and Sunday 6 a.m. to 10:30 a.m. for breakfast. **Best of all - prices are affordable!**

Hearty Breakfasts

Breakfast at the Rustic Log Cabin Restaurant starts at 6:00 a.m. We offer several great home-cooked breakfasts, made to order, guaranteed to stick with you on the trail.

Lunch

Don't forget Lunch. We also offer bag lunches for the trail. Just order when you come in for Dinner and they will be ready when you have finished the next day's Breakfast.

Dinner Times Are Special Times at Bear Branch!

The Rustic Log Cabin Restaurant offers Family Style Good Home Cookin'. A great meal in a western-theme restaurant.

Rustic Oak Cabin Steakhouse

@ Mark Twain Lake, Perry, Missouri

"Best Food by a Dam Site"

Est. 1996

Rustic Oak Grill & Pub

@203 Huck Finn Shopping Center, Hannibal, Missouri

Est. 2012

Rustic Oak Cabin Steakhouse
22448 Hwy J
Mark Twain Lake
Perry, MO 63462
United States
ph: 573-565-2040
fax: 573-565-1131
alt: icater2_u@yahoo.com
icater2_u@yahoo.com

- [Rustic Oak Cabin Home Page](#)
 - [Cabin Steakhouse Menu](#)
- [Rustic Oak Grill & Pub Home Page](#)
 - [Rustic Oak Grill & Pub Menu](#)
 - [Express Lunch Menu \\$6.99](#)
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Home

Rustic Oak CabinSteakhouse is located at Beautiful Mark Twain Lake just 26 miles west of Historic Hannibal, Missouri (16 miles west on Hwy. 36, turn left onto Hwy J & travel 10 miles south) Two-Story Log Cabin. Don't miss out on this warm & comforting dining experience. However, Rustic Oak Grill & Pub is located on Hwy 61 North @ The Huck Finn Shopping Center in Hannibal, Missouri @ . Delicious hometown fare with a touch of Class.



Rustic Dining Room

MONTROSE

Country French Restaurant Rustic Oak Opens This Weekend

by **Eater Staff** May 6, 2015, 1:55p



Mother's Day brunch will be the first official meal served.

After a soft opening last weekend, **Rustic Oak** opens officially for brunch only this weekend. Chef owner **Wendell Price** says dinner service will begin on June 1. By July 1, they will add lunch service and everything will be in full-swing.

As you may know [0], Price has lived a storied life nothing short of a movie script. A native Houstonian who traveled the world as a young man with the Merchant Marines as a Celestial Navigator, Wendell's course led him on a culinary tour from France to Singapore to Los Angeles. Ultimately he returned home to Houston. His new cookbook *Watermelon Dreams* and this latest project are the fruits of this labor and journey that we all get to enjoy.

Rustic Oak has its roots in French peasant cuisine: crusty breads, flakey pastries, grilled fish and meats, hearty vegetable accompaniments — all with Price's own slight twists



AMERICAN BISTRO

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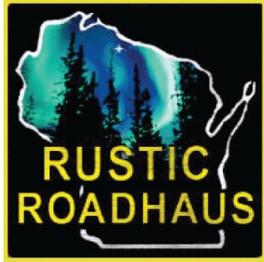
Welcome to The Rustic Oven Restaurant

[Check Out Our New Spring 2015 Menu!](#)

Rustic Oven American Bistro has become known as the next generation of family restaurants. Our location in south Fort Collins, Rustic Oven offers a twist on traditional and non-traditional recipes, an extensive wine list with a knowledgeable and friendly staff in a casually-sophisticated atmosphere. We invite you to enjoy our unique way of spicing up traditional steaks, burgers, pizza, sandwiches, salads, and pastas all at affordable prices. From our Grilled Bruschetta, and Wild Mushroom and Arugula Pizza, to our Mediterranean Stuffed Chicken, and Cedar Plank Salmon, we ensure your palate will leave you yearning for more.

Looking for somewhere to host your next party? Rustic Oven can accommodate your event in one of our private, spacious rooms. From business luncheons to rehearsal dinners, we offer the perfect ambiance with remarkable menu selection.

Follow Us on [Facebook](#), [Twitter](#), and [Yelp](#)



<http://rusticroadhaus.com>

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SPRING HOURS

Feb. 25 – Mar. 22: Open Wed – Sun
Fish Fry on Wednesdays and Fridays

St. Patrick's Day: Open 4pm – 9pm
Corned Beef, Cabbage & boiled potatoes!

Mar. 22 – Apr. 8: Open Thur – Sat
Starting April 9: Open Daily at 11am

EMAIL CLUB

Join our Email Club to receive specials, coupons, and event announcements.

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<http://www.facebook.com/pages/The-Rustic-Roadhaus/153569883316>



(<http://twitter.com/#!/rusticdublin>)



(<http://www.facebook.com/RusticStone.ie>)

≡ MENU



[all menus \(/me](#)

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About

Concept

To add creativity and flavour to the finest ingredients in the most nutritious way possible. In today's ever changing restaurant environment, there is a demand for greater choice and the need to cater for individual tastes and nutritional requirements. At Rustic Stone we feel we have something for everyone. Our restaurant is a fun, inviting and relaxed place to eat where everyone's needs, diets and indulgences are provided for.

Nutrition

At Rustic Stone we create food that is as tasty as it is nutritious. Our aim is to allow people to choose what they eat in accordance to what they look for in a meal, without sacrificing flavour.

We cook seasonally with olive oil, and nowhere will you find butter or cream in any of our dishes. We use lots of fresh herbs and salads grown by farmers we know and trust. We use organic produce where possible, always insisting on freshness. We focus on the positive virtues of different ingredients and draw out the flavour as well as the goodness from within.



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We are open! Come visit!

Born at the former location of The Island Café and Deli in the heart of Pawleys Island, Anne Hardee and Adam Kirby, of **Bistro 217** partner again to bring you **Rustic Table**.

Along with their staff, Rustic Table brings you upscale Southern Food done right and from scratch. Offering a Family Friendly environment and full bar.

Ya'll come eat, drink and celebrate at our Table!

Hours:

Open Tuesday - Sunday

Lunch: 11 - 4

Dinner: 5 - 10

Brunch Saturday and Sunday: 10-4



Grilled Caesar with Oysters

10683 Ocean Highway | Pawleys Island, SC | (843) 314 - 0164



RUSTIC TAVERN [\(index.html\)](#)



Welcome to Rustic Tavern. Rustic Tavern is simple, refined cooking that's in no way prepared effortle. We serve the freshest seasonal ingredients and a unique selectic wine and craft beers. Rediscover true flavor with good, comfortab food that's warm, inviting – and rustic.

- Gary I
Owner and Executive

[click here.](#)

(<http://www.opentable.com/single.aspx?>

To make your reservations online, please [rid=109228&restref=109228](http://www.opentable.com/single.aspx?rid=109228&restref=109228))

Enter your email address to receive updates

3576 Mt. Diablo Blvd., Lafayette, CA 94549



under construction

...but don't worry...we're working our hooves off to bring you an awesome website real soon!

THE RUSTIC GOAT

EATERY & LOUNGE

OUR FOOD IS CIRCLED AROUND CLASSIC AMERICAN CUISINE WITH A BIT OF SOUTHERN FLAIR. RUSTIC PLATING AND COMFORT FOOD IS WHAT WE DO, BRINGING BACK THOSE CHILDHOOD MEMORIES OF GRANDMA'S KITCHEN. HERE AT THE RUSTIC GOAT EATERY & LOUNGE, THERE'S A BIT OF SOMETHING FOR EVERYBODY. BUT WHATEVER YOU PICK, I BET IT'LL BE SOOO DAMN TASTY!!!
—The Goat—



2617 WASHINGTON AVE
SAINT LOUIS MO 63103

314.371.4031
email us info@rusticgoat.com

Hours

OF OPERATION

LUNCH HOURS
Closed: New Menu Coming Soon!

DINNER HOURS
7pm-11pm Wednesday
5pm-12am Thursday
5pm-1:30am Friday & Saturday

LATE NIGHT EATS
Closed: New Menu Coming Soon!

SUNDAY BRUNCH
11am-3pm Every Sunday
\$16.99 Buffet & \$12.00 Drink Special
featuring Bottomless Champagne
Mimosas, Moscato Mimosas, Bloody
Mary, and Sangria

5-TO-7 HAPPY HOUR
5pm-7pm Friday
Everything is 15% off



WEEKLY
Live music
May 18-24

MON / TUES / WED
CLOSED

THURSDAY
7pm-10pm
Jokes at the Goat Hosted by Frank L. Featuring Lawrence Owens from Washington DC (\$5 cover free before 7pm). Doors open at 5pm

FRIDAY
6pm-9pm
Reggae Fridays Happy Hour with Doug Green & The Band
Doors open at 5pm
9:30pm-Close
R&B and Soul Grooves with Justin Hoskins (no cover all night)

SATURDAY
6pm-9pm
live music with Kourtney & friends

10pm-1:30am (\$10 cover)
High Heels and High Standards
the Saturday Night Party
Hosted by Renzo Metropolis

SUNDAY BRUNCH
12pm-2:30pm Smooth Jazz
with Brian White
Doors open at 11am

(<http://www.umbriaitalian.com>)



()

Umbria Rustic Italian

Umbria Rustic Italian restaurant pays homage to its namesake, the beautiful region of Umbria in central Italy. As a region unique to itself that borders neither the sea nor another country, Umbria relies on its rich farmland for its simple cuisine based on Italy's old world traditions. Today in Umbria, ribbons of fresh pasta are still made by hand, only local meats are cured, and meals center around the abundant produce from the land...simple, fresh, delicious.

At Umbria Rustic Italian restaurant in Columbia, our chef draws on the similarities of the Mid-Missouri agriculture community and the farmlands of central Italy. Watch our chefs make fresh pasta and prepare dishes with fresh ingredients. Our menu (http://www.umbriaitalian.com/?page_id=12) features customary dishes of the Italian region with a focus on the Mid-Missouri diner. At Umbria, choose from our delicious, homemade pastas, flavorful sauces with seasonal ingredients, and stone fired pizzas. Sample the rich wines of central Italy or try a custom cocktail specially created for Umbria.

We invite you to share in our love of the charming farming culture and enticing cuisine of Italy's farm country. Make your reservation at Umbria today.

umbriaText2

Make Reservation

MAKE RESERVATIONS HERE

MAKE RESERVATIONS HERE

Carlson's Rustic Ridge

Home	Menu
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Business Hours

Labor Day - Memorial Day
(Nov. - Mother's Day Closed Mon & Tue)

Bar
Open Mon - Sun 4PM - Close

Dining Room Hours
Mon - Thur 5 PM to 9 PM
Fri - Sat 4 PM to 10 PM
Sun - 4PM to 9PM

Sundays in October Gemma buffet 11-7

Memorial Day - Labor Day
(Summer)

Bar
Open Everyday Mon - Sun
4 PM - Close

Dining Room Hours
Mon - Thurs 5 PM to 9 PM
Fri - Sat 4 PM to 10 PM
Sunday
4 PM to 9 PM

Welcome

The Carlson family warmly welcomes you to our Rustic Ridge. We invite you to relax and enjoy the excellent food, great drinks and friendly service in our warm country atmosphere.

Banquet facilities are available with a full service bar in our lower level, ideal for weddings, graduation parties, group events, and more. Call us for more details (608) 339-6300.

We are located just 30 minutes North of Wisconsin Dells at: 2230 Town Road in Friendship, WI.

Our restaurant is on beautiful Castle Rock Lake in Central Wisconsin. Castle Rock is the 4th largest lake in Wisconsin, and is over 14,000 acres.

We have a beautiful beach with boat access in front of Carlson's.

DAILY SPECIALS

- Sunday** - AUCE Chicken \$8.99
- Monday** - Shaved Prime Rib Sandwich
- Tuesday** - Chicken Cordon Bleu
- Wednesday** - Pan Fried Cod
- Thursday** - Ribs & Chicken
- Friday** - Seafood & Prime Rib Buffet

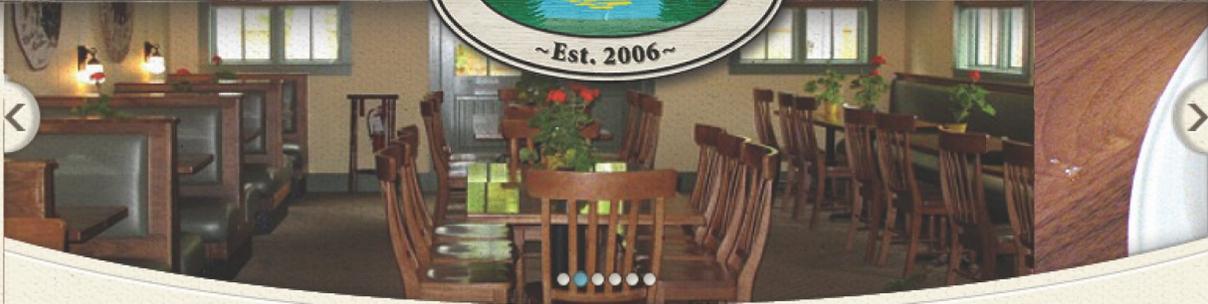


Enjoy some Beach bar fun at Costa Ricky's on Castle Rock Lake



HOME - MENU - SPECIALS

ABOUT US - CONTACT US



BREAKFAST, LUNCH, DINNER.

Full Bar - Free WIFI

Welcome to Cedar Rustic Inn, Leelanau County's award winning restaurant. Browse our menus to see why you should visit us soon!

OUR AWARDS:

Grand Traverse Insider 2010 People's Choice Award Winner in Leelanau County:

- Best Restaurant
- Best Service
- 2nd Place for Best Pizza

Northern Express 2011 Best of Leelanau County:

- Best Desserts

OUR LOCATION:



Business Hours

Mon 11:00am - 8:30pm
 Tue closed (until late June)
 Wed 11:00am - 8:30pm
 Thu 11:00am - 8:30pm
 Fri 9:00am - 9:00pm
 Sat 9:00am - 9:00pm
 Sun 8:00am - 8:00pm

8699 S. Good Harbor Trail, Cedar, MI
 231-228-2282 | info@CedarRusticInn.com

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