



Media Announcement
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Ellerbe Fine Foods' Molly McCook First Chef on KTXA Channel 21 Series, "Local Fare," Launching Saturday, Sept. 7, at 5:00 p.m.

(Fort Worth, TX) --- Richard King, co-owner and general manager of [Ellerbe Fine Foods](#), has announced that his co-owner and Ellerbe executive chef Molly McCook will appear on "Local Fare," a new television series on [KTXA Channel 21](#) launching Saturday evening, September 7, 2013, at 5:00 p.m. and hosted by [CBS 11](#) on-air personality and arts/entertainment reporter, [Teresa Frosini](#).

The series is produced by Phillips Productions of Dallas, a subsidiary of [Phillips MediaSource](#), headed by Bob Phillips, popular host of "[Texas Country Reporter](#)."

Being billed as a hyper-local series where enthusiast and professional come together, "Local Fare" aims to meld great food inspiration and the latest trends and experiences at top restaurants in the Metroplex, according to executive producer Kyle Noonan. Mr. Noonan heads [FreeRange Concepts](#), a hospitality consulting company that owns the show.

"Our area has more restaurants per capita than New York City," he said. "And our residents are part of the 50 percent of all Americans that says they watch television shows about food. This is an ideal market to launch our series, and Molly McCook is one of the favorite chefs in our area."

Molly and her team will work their magic on the show as they have for four years at Ellerbe Fine Foods, a remarkable local restaurant housed in a uniquely renovated former service station on Magnolia Avenue in Fort Worth's energetic Near Southside urban village. Since it opened in June, 2009, the restaurant has received numerous international accolades including [Bon Appétit](#) Magazine's 10 best new restaurants in America and the Fort Worth Chamber of Commerce's Small Business of the Year Award, among others.

Ellerbe highlights the freshest local, seasonal ingredients in its elegant, innovative, farm-to-table cuisine. Chef Molly's evolving seasonal menus feature locally grown, sustainable products.

“We purchase produce, dairy, and meats from local partner farmers,” she said, “using their ingredients to create what we’re proud to call beautiful and delicious food. I can’t wait to share some with viewers on this fun new show.”

Ellerbe Fine Foods is open Tuesday through Friday for lunch from 11:00 a.m. until 2:00 p.m. Dinner is served Tuesday through Thursday from 5:30 p.m. until 9:00 p.m. and Friday and Saturday from 5:30 p.m. until 10:00 p.m. Ellerbe also offers catering and special events services on and off-site, as well in-home chef special event services.

To make a reservation, call Ellerbe Fine Foods at 817-926-3663 or visit www.opentable.com. Ellerbe provides valet parking for patrons. For menus, restaurant news, and special event information, visit www.ellerbefinefoods.com or find them on [Facebook](#) and [Twitter](#).

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