



# SAL & MOOKIE'S® NEWS RELEASE

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## Sal & Mookie's® Announces Biloxi Location with RKBM Restaurant Group as the Licensee

*SECOND LOCATION OF POPULAR NEW YORK STYLE PIZZA & ICE CREAM JOINT WILL OPEN  
IN EARLY 2015 ON LAMEUSE STREET, BILOXI, MISSISSIPPI--*

**JACKSON, Miss.** – Jeff Good and Dan Blumenthal, Owners of Sal & Mookie's® New York Pizza & Ice Cream Joint of Jackson, Mississippi have entered into their first licensing agreement for the popular Fondren-based eatery originally opened in April 2007. The agreement, executed between Sal &

Mookie's® LLC and RKBM Restaurant Group, provides RKBM with all the intellectual property, recipes, branding elements and trade secrets with which to design, build and operate their own location under the Sal & Mookie's® masthead. RKBM is led by the husband and wife team of Bruce & Rebecca Lacey, alongside business partners Matt & Kandi Helms.



Says Sal & Mookie's® Managing Partner Jeff Good, "What a wonderful way to celebrate our seventh anniversary with the announcement of our agreement to work with Bruce and Rebecca and their team as they bring our ideas to the heart of the Gulf Coast. They are an amazing couple and we have enjoyed our work with them thus far. This is new for both of us, and I cannot say enough about the character and work ethic of these two. They are going to hit a home run... a fitting analogy since they will be opening alongside the new Biloxi baseball park!"

The Biloxi location of Sal & Mookie's® will be located at 110 Lameuse Street and will be all new construction. "We chose this location because of its excellent visibility from Highway 90 and the fact that it is at the foot to Lameuse Street and adjacent to Biloxi's Town Green property... the home of so many wonderful community events. We want to be a part of rebuilding Biloxi and we cannot think of a better place to do it!" shared Rebecca Lacey.



Bruce Lacey comments, "We are taking all of the unique and wonderful elements of the Sal & Mookie's® in Jackson – the painted wooden exterior, the wrap around deck, the big exhibition kitchen, the kid-friendly viewing area of the pizza ovens, the ice cream scoop shop in the dining room, and all the classic New York images and touch points -- and are bringing them into a newly constructed building built to post-Katrina code and designed to enhance the business corridor where we will be located."

"In addition to the unique look and feel, Bruce and Rebecca will be offering all the specialty pizzas that have made Sal & Mookie's® one of Jackson's most celebrated eateries," says Executive Chef / Co-Owner Dan Blumenthal. "I love pizza, always have! I wanted to bring real New York style pizza to Mississippi -- the huge pies, the high quality toppings, the brick-lined ovens, the classic dough... all of it! I am confident Sal & Mookie's® of Biloxi will be as popular, if not more so, than the Fondren location."



Sal & Mookie's® is known for its huge 18" pies served piping hot from gas-fired brick-lined ovens, made-to-order pastas, creative hamburgers & panini sandwiches, innovative salads & appetizers, and more dessert choices than one can imagine, with offerings from a fully-stocked ice cream shop located in the center of the dining room.

"Bruce and I have kids," shares Rebecca Lacey, "and we love to eat at Sal & Mookie's when we are in Jackson. When we decided to expand our food service business, the decision was easy! We approached Dan and Jeff and they have been nothing but gracious and supportive. We are excited to learn all the 'tricks of the trade' and pledge to bring to Biloxi the same level of commitment, quality and excellence that

defines their restaurant in Jackson. We want Sal & Mookie's to be an integral part of every Gulf Coast family's history. Years from now, we look forward to serving the children of guests who first ate at our restaurant as children themselves! That is our vision for the future."

*To read the entire story about Sal & Mookie's, click [here](#).*