



JIMMY MADISON'S ANNOUNCES NEW EXECUTIVE CHEF & Presents a Menu of Elevated Southern Cuisine

HARRISONBURG, VA. April 21, 2016 – Jimmy Madison's Southern Kitchen and Whiskey Bar is pleased to announce the appointment of new Executive Chef Isaac Coles.

Although he has been part of the team only a few months, Coles jumped into his lead role with gusto.

Coles has already released a lunch and dinner menu that caters to the restaurant's classic southern personality. With an emphasis on flavor and presentation to make every dish unique, Coles has elevated many of the traditional items from the previous menu by adding his own touches. For instance, the sweet tea pork chop is now served with BBQ baked peanuts and the shrimp and grits have been redesigned to include house-cut smoked pork belly.

Under Coles' leadership, many of the dishes will feature produce and livestock from nearby sources. Together with restaurant owner Jeff Ramsey, Coles is working to expand relationships with local farmers and producers to develop farm-to-fork cuisine for the updated menu.

"Coming back to be a chef in the Shenandoah Valley is a dream come true for me," says Coles. "I love the local food connections here. I'm spending time out on the farms meeting local producers. I'm getting to know the local community."

Chef Coles grew up on a 250-acre cattle farm in Bedford, and was a member of his local 4-H and an Eagle Scout. As a teenager, he began working in a local restaurant waiting tables. He says it didn't take long for him to notice the back of the house. "The kitchen was clearly where the real action was," says Coles, "and that's where I wanted to make my mark."

In order to pursue his dream to become a chef, Coles relocated from Virginia to obtain his culinary degree through New England Culinary Institute of Vermont.

Chef Coles began his culinary pilgrimage across country, cooking for restaurants in New Orleans, Las Vegas, and Big Sur. In the past few years he has served as Sous Chef and

Executive Chef at award-winning wine bars and restaurants in the Napa Valley before moving to Charleston, South Carolina, to get back in touch with his roots in a southern style kitchen.

Chef Coles desired to return to his old stomping grounds last year when he turned 30. He was hooked the moment he found opportunity with Jimmy Madison's. "I was looking for a place that would support a mix of innovation and southern cooking," says Coles, "and I found an owner that shares my goals."

Mr. Ramsey is very pleased with the changes that have already occurred. "Finding the right person to lead the team was key. I'm feeling very good about what's happening in the kitchen and on the menu. Isaac and I share a huge interest in southern food, good whiskey, and fun times."

Chef Coles says he is already looking to the next round of menu updates, and expects to unveil another menu as soon as early summer once he familiarizes himself with local tastes, products, and preferences.

"Chef Coles is taking on southern standards and giving them an unexpected twist that will both surprise and delight our diners," adds Ramsey. "We think that's the perfect recipe for success."

Jimmy Madison's Southern Kitchen & Whiskey Bar will be participating in "Taste of Downtown," the upcoming restaurant week celebration presented by Harrisonburg Downtown Renaissance.

About Jimmy Madison's Southern Kitchen & Whiskey Bar

Jimmy Madison's Southern Kitchen & Whiskey Bar serves lunch and dinner seven days a week. The restaurant is located in a two story historic building in downtown Harrisonburg that is full of character. With rustic brick walls and dimly lit bar lined with over 100 bottles of whiskey selections, Jimmy Madison's is the perfect place for a night out, or even hosting a large party. It is located on 121 South Main Street in downtown Harrisonburg. Reservations are accepted, walk-ins welcome. For further details, please visit www.jimmymadisons.com.

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