



PRESS CONTACTS:

For Fairmount Park Conservancy: Cari Feiler Bender  
Mobile: 610-416-1216, [cari@reliefcomm.com](mailto:cari@reliefcomm.com)

For Philadelphia Parks & Recreation: Alain Joinville  
Mobile: 267-886-3032, [Alain.joinville@phila.gov](mailto:Alain.joinville@phila.gov)

For FCM Hospitality: Rose Brownell  
Office: 215-422-3561, [rose@fcm215.com](mailto:rose@fcm215.com)

## PARKS ON TAP MOBILE BEER GARDEN FEATURES NEW FOOD, NEW BEER, NEW ACTIVITIES, AND MORE LOCATIONS IN SUMMER 2017

Philadelphia, PA – May 17, 2017 – Today, Philadelphia Parks & Recreation, Fairmount Park Conservancy, and FCM Hospitality launched the second season of the highly popular Parks on Tap mobile beer garden, expanding from 14 parks to 20. Designed to encourage people to explore and enjoy Philadelphia’s extensive system of public parks, Parks on Tap also generates revenue for the parks.

“Every community that had a Parks on Tap residency in their local park last summer wanted the program to return this year,” said **Kathryn Ott Lovell, Commissioner of Philadelphia Parks & Recreation**. “We had to strike a balance between revisiting highly trafficked locations and adding new neighborhood parks where Park Friends groups want to activate their space while raising funds for events and improvements.”



“One of the most exciting things about Parks on Tap this year is that it’s going to turn up in unexpected places,” said **Rick Magder, Executive Director of Fairmount Park Conservancy**. “Imagine enjoying the view from Strawberry Mansion Bridge or grabbing a bite to eat at Pretzel Park over in Manayunk. This is not a generic beer garden: it’s a truly Philly experience.”

This year’s food service is led by **Chef Brandon Thomas**, former sous chef to Eli Kulp at Fork and Andrew Wood at Russet. Chef Thomas will create Philly-style, Texan-influenced sandwiches with barbecue meats prepared in a custom smoker made by **John Lewis** (the pitmaster behind Lewis Barbeque of Charleston, SC) and nestled within fresh rolls baked by nationally recognized baker **Alex Bois** of High Street on Market. Highlights of the menu include:

- Sandwiches: Pulled Pork, Chicken Salad, Turkey Sausage, or Eggplant served on Malt Yukon Potato Bread or Vegan Roll (\$7-\$9)
- Sides: Baked Beans & Burnt Ends, Pea Shoot Salad, Coleslaw, Smoked Potato Salad, Cornbread (\$3-\$6)
- Grab ‘n’ Go: Summer Pasta Salad, Seasonal Fruit Salad, Grain Salad w/Cranberries, Chicken Salad on Greens, Fresh Pretzel Twist with Mustard, Crackers (\$4-\$8)

- "Picnic in the Park:" Chef's Choice of Local Cheese, Homemade Butter, Jams, Rilette, Charcuterie by 1732 Meats and Pickled Veggies with a Bread Boule by Bois (\$25)
- "Parks on Tap Presidential": 1/2 Chicken "Beer-Can" Style, Served with a Choice of 2 Sides (\$16 starting Memorial Day Weekend through the end of the season)

On tap will be the brand-new Parks Pale Ale created exclusively by **Saint Benjamin Brewing Company** of North Philadelphia for Parks on Tap, as well as other drinks including:

- Beer: Straub American Lager, Jack's Hard Cider, Weyerbacher Pilsner, Spring House Grapefruit Pale Ale, Evil Genius Mango Belgian Wit, and Sly Fox Rt. 113 IPA (\$5-\$7)
- Cocktails: Root & Rye (root beer and whiskey), Frozen Tequila Lemonade, Frozen Vodka Watermelonade (\$8-\$10)
- Wine on Tap: Bridge Lane Rosé (\$8)
- Non-Alcoholic: Draft Root Beer, Frozen Lemonade, and Watermelon Coolers

"We are located outdoors in city parks, so we wanted to make sure that families feel comfortable bringing their kids," said **Avram Hornik, owner of FCM Hospitality and Morgan's Pier**. "To make Parks on Tap family-friendly, we've created a Game Box that can be checked out at the hostess stand, 'conversation chairs' where people can cluster, and treats like fresh pretzels and frozen lemonade. We want everyone to have fun." Hornik expects that kids will particularly enjoy the "Ice Cream Balls," which contain ingredients that must be kicked around for 20 minutes to create ice cream. Bubbles will be popular with the toddler set while older kids and adults can play Jenga, chess, and cornhole.

Many parks have timed their Parks on Tap residency to coincide with special events like movie nights, concerts, plays. In addition, **Parks on Tap will offer pay-what-you-wish yoga classes every Thursday** from 6:30-7:30pm led by Roots2Rise. A **loyalty program and social media contest will offer discounts and prizes** throughout the season; for example, customers who spend \$5 at 5 different parks will get \$5 off their next visit to the beer garden.

Parks on Taps will visit 20 parks between now and October 1, spending a few days at each location. Hours are: Wednesdays and Thursdays, 5pm-10pm; Saturdays, 1pm-11pm; Sundays and Holidays, 12pm-10pm.

- May 17-21, **Azalea Garden**, behind Philadelphia Museum of Art, East Fairmount Park
- May 24-29 (Memorial Day), **FDR Park Boathouse**, South Philadelphia
- May 31-June 4, **Belmont Plateau**, West Fairmount Park
- June 7-June 11, **Matthias Baldwin Park**, Spring Garden/Fairmount
- June 14-June 18, **Columbus Square**, Passyunk Square
- June 21-25, **Paine's Park**, Center City/Schuylkill River Trail
- June 28-July 4, **Strawberry Mansion Bridge** (pedestrian pathway), Fairmount Park/Strawberry Mansion
- July 5-July 9, **Shofuso Japanese House & Garden**, West Fairmount Park
- July 12-July 16, **Schuylkill Banks at Walnut Street**, Center City
- July 19-July 23, **Jefferson Square Park**, Queen Village/Pennsport
- July 26-July 30, **Lemon Hill Mansion**, East Fairmount Park/Fairmount
- August 2-August 6, **Aviator Park**, Benjamin Franklin Parkway/Logan Square
- August 9-August 13, **Gorgas Park**, Roxborough

- August 16-August 20, **Penn Treaty Park**, Fishtown
- August 23-August 27, **Clark Park**, University City/Spruce Hill
- August 30-September 4 (Labor Day), **Cliveden Park**, East Mt. Airy/Germantown
- September 6-September 10, **Mt. Pleasant Mansion**, East Fairmount Park
- September 13-September 17, **Pretzel Park**, Manayunk
- September 20-September 24, **Burholme Park**, Northeast Philadelphia/Burholme
- September 27-October 1, **Powers Park**, Port Richmond

#### **BACKGROUND:**

**Parks on Tap** is a partnership of Philadelphia Parks & Recreation and Fairmount Park Conservancy with FCM Hospitality. The program is designed to bring people together and activate the city's parks, including smaller neighborhood parks, locations in East and West Fairmount Park, and public spaces near Center City. Proceeds from Parks on Tap go to support Philadelphia's park system.

**Fairmount Park Conservancy** exists to champion Philadelphia's parks. We lead capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city. Philadelphia has one of the largest urban park systems in the world, providing residents with extensive health, environmental, social, economic and cultural benefits – including access to some of the region's most famous attractions. For more information, please visit [myphillypark.org](http://myphillypark.org), join us at [facebook.com/fairmountparkconservancy](https://facebook.com/fairmountparkconservancy), and follow us on Instagram and Twitter @myphillypark.

**Philadelphia Parks & Recreation (PPR)** advances the prosperity of the city and the progress of her people through intentional and sustained stewardship of nearly 10,200 acres of public land and waterways as well as through hundreds of safe, stimulating recreation, environmental and cultural centers. PPR promotes the well-being and growth of the city's residents by connecting them to the natural world around them, to each other and to fun, physical and social opportunities. PPR is responsible for the upkeep of historically significant Philadelphia events and specialty venues, and works collaboratively with communities and organizations in leading capital projects and the introduction of inventive programming. To learn more about Philadelphia Parks & Recreation, visit us at [www.phila.gov/parksandrec](http://www.phila.gov/parksandrec), and follow @philaparkandrec on Facebook, Twitter, Instagram, or Tumblr.

**FCM Hospitality** is a Philadelphia-based hospitality and entertainment company, managing bars, restaurants and seasonal pop-ups throughout the region. The company is owned by Avram Hornik, a leader with more than 20 years in the hospitality industry, who has developed some of the area's most popular permanent and temporary venues in the city such as Morgan's Pier, the Drinker's Bars, Union Transfer, Boot & Saddle, Winterfest and the 2013 PHS Pop-up Garden. For more information about FCM Hospitality, visit [fcmhospitality.com](http://fcmhospitality.com) or call 215.568.1616.

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**FOR HIGH-RESOLUTION PHOTOS and complete menu, visit the online press room here:**

<http://bit.ly/ConservancyPressKit>. Photo by Albert Yee for Fairmount Park Conservancy.