

FAIRMOUNT PARK

CONSERVANCY



PHILADELPHIA
PARKS &
RECREATION

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PARKS ON TAP LAUNCHES THIRD & LONGEST SEASON

New: 7 more parks, 3 more weeks, and weekend brunch

Philadelphia, PA -- April 25, 2018 – Today the partners behind Parks on Tap launched the third and longest season of Philadelphia’s “traveling beer garden that gives back.” Representatives of Fairmount Park Conservancy, Philadelphia Parks & Recreation, and FCM Hospitality opened the 23-week season with a kickoff event at the Azalea Garden featuring samples from the all-new menu and tapping of the Parks Pale Ale keg, made exclusively since 2017 for Parks on Tap by Kensington-based St. Benjamin Brewing Company.

"There's a reason why Parks on Tap keeps getting bigger and better each year: it lets people give back just by exploring and enjoying their neighborhood parks over drinks and a good meal," said **Jamie Gauthier, Executive Director of Fairmount Park Conservancy**. "The program continues to be a great and fun way to get people using and supporting Philly's amazing parks."

Philadelphia’s **Commissioner of Parks & Recreation, Kathryn Ott Lovell**, has seen Parks on Tap grow from a 3-month summer initiative in 2016 to an in-demand program that now operates for nearly half the year.



"The Park Friends Groups who help steward their neighborhood parks have found that hosting Parks on Tap in their park is a great way to bring neighbors together while raising funds for park programs and improvements," said **Ott Lovell**. "Over the past two years, the Parks on Tap program has generated a significant amount of revenue for reinvestment in the city's park system."

The all-new Parks on Tap menu is overseen by Chef Justin Koenig, formerly of Fishtown Brewpub and also San Francisco’s Dirty Habit and 4505 Burgers & BBQ. It features smoked meat and vegetable sandwiches, fresh salads, and housemade snacks, as well as breads and fruit pies by Alex Bois of Lost Bread Co. There will also be weekly food specials.

On Saturdays and Sundays, the menu will add a brunch twist by offering poached egg options for the smoked sandwiches, plus pastries from Lost Bread Company. (See the full menu, below.)

The newly-built bar will serve a variety of beers on tap from local breweries, including Yard's, Sly Fox, and Evil Genius as well as Sir Charles Hard Cider. Cocktails will rotate seasonally and feature special brunch cocktails such as Micheladas and Beermosas.

"We expect that visitors to Parks on Tap will hang out for a while, so we've added more fun things to do for kids and adults alike," said **Avram Hornik, Owner of FCM Hospitality**. "We'll offer a variety of activities from life-sized chess set and badminton to bubbles and crayons."

Participating parks often time their Parks on Tap visits to coincide with special events like performances and movie nights. On Wednesdays or Thursdays at the majority of participating sites, a happy hour fundraiser from 5-7pm will raise additional proceeds to benefit that particular park. Every Thursday will feature free yoga from 6-7pm with [Roots to Rise](#). For the season schedule, see the list below and visit parksontap.com for more details on each location.

SEASON SCHEDULE

Parks on Taps will visit a different park each week for 23 weeks, starting today and ending on September 30. Hours are: Wednesday and Thursday, 5pm-10pm; Friday, 4pm-11pm; Saturday, 1pm-11pm; Sunday and Holidays, 12pm-10pm. Openings may be adjusted due to weather or special events. The weekly schedule is listed below; * denotes parks participating for the first time.

List of Parks

April 25 – 29, Azalea Garden (Fairmount)

*May 2 – 6, Lovett Park (Mt. Airy)

*May 9 – 13, Campbell Square (Port Richmond)

*May 16 – 20, Fernhill Park (Germantown)

May 23 – 28, FDR Park (South Philadelphia)

May 30 – June 3, Gorgas Park (Roxborough)

June 6 – 10, Matthias Baldwin (Spring Garden/Center City)

June 13 – 17, Belmont Plateau (West Fairmount Park)

June 20 – 24, Schuylkill Banks (Center City)

June 27 – July 1, Columbus Square (South Philadelphia)

July 5 – 8, Shofuso Japanese House & Garden (West Fairmount Park)

*July 11 – 15, Glendinning Rock Garden (East Fairmount Park/ Kelly Drive)

July 18 – 22, Burholme Park (Northeast)

*July 25 – 29, Pastorius Park (Chestnut Hill)

August 1 – 5, Mt. Pleasant (East Fairmount Park)

*August 8 – 12, Dickinson Square (South Philadelphia)

August 15 – 19, Lemon Hill (East Fairmount Park)

August 22 – 26, Penn Treaty Park (Fishtown)

August 29 – Sept. 3, Clark Park (West Philadelphia)

*Sept. 5 – 9, Pleasant Hill (Far Northeast)

Sept. 9 – 16, Waterworks (Fairmount)

Sept. 19 – 23, Pretzel Park (Manayunk)

Sept. 26 – 30, Strawberry Mansion Bridge

MENU

Food Menu

Snacks

- (\$4.50) Housemade Chips & Onion Dip
- (\$4) Pretzel with Cherry-Beer Mustard*
- (\$7) Spring Grain Salad
- (\$4) Cornbread with Hot Sauce Butter

Mains

- (\$8) Parks Wedge Salad - tomatoes, blue cheese, bacon, scallions - add smoked chicken +\$4
- (\$9) Smoked Kielbasa Board - housemade beef & pork kielbasa, pickles, mustard, country bread*
- (\$9) BBQ Pulled Pork Sandwich - classic slaw, bread and butter pickles, malt house bun*
- (\$9) Smoked Portobello Mushroom Bahn Mi - smoked portobello, pickled carrots and daikon, cauliflower spread, cucumber, cilantro, jalapeno, on a bahn mi roll*
- (\$11) Smoked Sliced Beef Sandwich - pickled red onion, horseradish mayo, seasonal greens, malt house bun*
- (\$4) Berk's All Beef Hot Dog served on Martin's bun
- (\$15 half / \$28 whole) Beer Can Chicken Platter served with potato salad, classic slaw, bread and butter pickles, and corn bread

Sides:

- (\$3) Coleslaw
- (\$4) Potato salad
- (\$2.50) House made chips

Brunch Menu

- (+\$1) Add a poached egg to any sandwich
- Breakfast Pastries by Lost Bread Co. (Croissants and Pain au Chocolat)

*Bread by Lost Bread Co.

Drink Menu

On Tap (\$7-\$8)

- Parks Pale Ale, American Pale Ale, St. Benjamin's Brewing, Kensington, Phila
- Golden Hop IPA, IPA, Yard's Brewing, Philadelphia, PA
- #adulting, Guava IPA, Evil Genius Brewing, Fishtown, Phila
- Grass Monkey, Lemongrass Ale, SweetWater Brewing, Atlanta, GA
- Alex's Lemon Wheat, Lemon Hefeweizen, Sly Fox Brewing, Pottstown, PA
- SeaQuench, Session Sour, Dogfish Head, Delaware
- Helles Lager, German-style Lager, Sly Fox Brewing, Pottstown, PA
- On Wings of Cherry, Cherry Hard Cider, Sir Charles Ciders, Kensington, Phila
- Bridge Lane Rose, Lieb Cellars, New York \$9

Cocktails (\$9)

- John Daly: sun tea, lemonade, vodka
- Mango Marg: Mango, lime, salt, Cazadores tequila, triple sec
- Spiked Root Beer: Root Beer & Whiskey

Non-Alcoholic

- (\$4) Root Beer, Abita Brewing, Louisiana
- (\$3) Housemade Sun Tea
- (\$3) Lemonade
- (\$2) Water

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 parks.

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 neighborhood parks around the city. For more information, please visit myphillypark.org, join us at 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, 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 the city's most popular permanent and temporary venues such as Morgan's Pier, Concourse Dance Bar, Union Transfer, Boot & Saddle, Winterfest and the 2013 PHS Pop-up Garden. FCM plans to open three new venues in Philadelphia in 2018 including Edwin Social Summer Grill, Harper's Garden and Craft Hall. For more information about FCM Hospitality, visit 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.