



FOR IMMEDIATE RELEASE

September 30, 2020

HALF SHELL OYSTER HOUSE TO OPEN LONG AWAITED MADISON MISSISSIPPI LOCATION

MADISON, Miss. – Half Shell Oyster House is the first business to commit and open in the newest commercial and residential development, the Village at Madison. This will be the sixth Mississippi location for the seven-time winner of Best Seafood in Mississippi by Mississippi Magazine. “As a former resident of Madison, I am excited that after several years of anticipation we are opening in this wonderful community. We're excited to be a part of the growth happening in Madison,” says Director of Operations, Dino Mirando.

Vice President of Operation and Human Resources, Kevin Fish says, “We've been trying to build in Madison for six years now, and I truly believe this is one of those "be thankful you didn't get what you thought you wanted" deals. There is no doubt this is the spot that the Half Shell should be at in Madison. The cobblestone drives, gas lanterns, this area is going to be unique and amazing and we're very excited to be part of it.”

Of course, at Half Shell Oyster House, fresh shucked and charbroiled oysters are staples on the menu. However, the two-page dinner menu offers diners plenty to choose from. Hand-cut steaks, Chicken Alfredo, Seafood Stuffed Portabellas, Almond Encrusted Chicken, and a magical Voodoo Shrimp Poboy are a few of the menu selections. Half Shell has an exceptional wine list including wine by the glass options, local draft beer selections, and hand-crafted cocktails. To view the menu and photos of our dishes please visit our website at www.halfshelloysterhouse.com.

A unique facet of the restaurant are the Southern Pearl oysters, exclusively available at Half Shell Oyster House. The Southern Pearls are grown and harvested by Biloxi, Miss. based [Deer Island Oyster Company](#). The oysters are grown at the mouth of the Mississippi Sound using off-bottom aquaculture, a method that provides a sustainable premium oyster. The Sound is plentiful with nutrients for oysters to grow, attributing to a distinct sweet, smooth, buttery, yet salty flavor. Southern Pearls will be available at the grand opening along with other select oysters from the Gulf.

Madison General Manager, Matt Geiken was asked what he looks forward to most about the Madison location, “Madison is a beautiful and very friendly town, I am grateful to be a part of it, and raise my family here. My family and I are very excited to move back to Mississippi to open this long-anticipated Half Shell Oyster House. I can't wait to welcome the community through our doors and to serve them amazing food and exceptional service.”

The restaurant will open to the public at 11 a.m. on Wednesday, Sept. 30 and will be seating on a first come first serve basis. Masks are required upon entry. Curbside takeaway orders are available and can be placed by calling 601.790.1801. Groups no larger than ten may be seated together, and tables are situated at a minimum of six feet apart. The Half Shell Oyster House is located at 100 Merchant Street, Madison, MS 39110. Hours are Sunday – Thursday 11 a.m. – 10 p.m. and Friday & Saturday 11 a.m. – 11 p.m.. Lunch is available Monday – Friday 11 a.m. – 3 p.m. and brunch is every Sunday from 11 a.m. – 2 p.m.

(... more 1/2)

Half Shell Oyster House is currently hiring all positions. Applications can be made online at www.halfshelloysterhouse.com/careers or in person Monday – Friday 9 a.m. – 5 p.m. and Saturday 9 a.m. – 12 p.m. Other Mississippi locations include Gulfport, Biloxi, Hard Rock Hotel & Casino Biloxi, Hattiesburg and Flowood.

###

About Half Shell Oyster House

The Half Shell Oyster House was conceptualized in 2008 by company president Bob Taylor, and was later polished off with partners Rob Heffner, Kevin Fish and Brian Raspberry. The first location opened in the historic Kremer building in downtown Gulfport, Miss. Since then the company has blossomed into 13 locations across Louisiana, Mississippi, and Alabama. Half Shell Oyster House has grown into a locally owned and operated, vertically integrated company, Gulf Coast Restaurant Group (GCRG).

About Gulf Coast Restaurant Group

Gulf Coast Restaurant Group is the parent company of Half Shell Oyster House, Rack House Steaks & Spirits, Southern Pearl Oyster House, Deer Island Oyster Company and Coast Foods. Our award-winning locations offer an unmistakable distinction of Southern cuisine infused with a New Orleans flair. The phenomenal dining experience at all of our locations is relaxed yet classy, and well suited for a multitude of occasions.

CONTACT: Kelsey Griffin, Director of Marketing, Gulf Coast Restaurant Group, kelsey.griffin@gcrginc.com