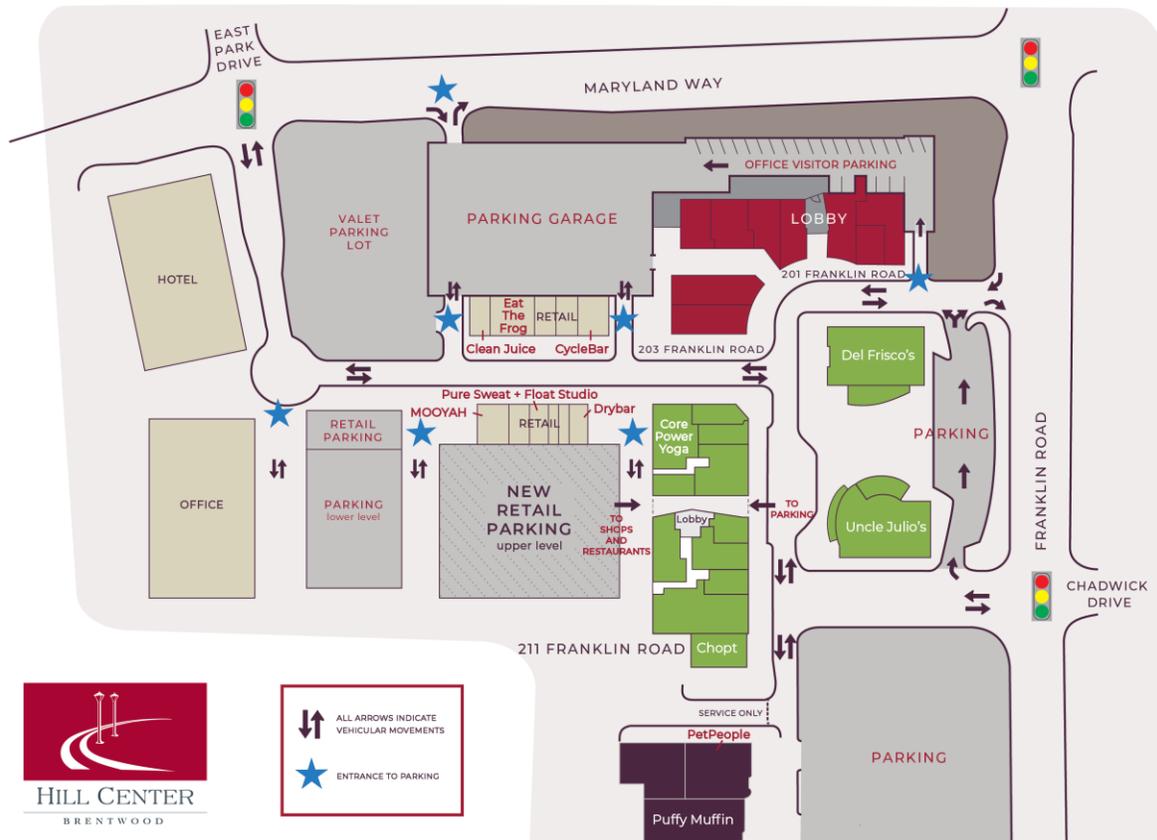


Hill Center Brentwood lands new to Tennessee fast casual restaurant and fitness studio

Eat the Frog Fitness and MOOYAH to open in spring 2020

NEW RETAIL - NEW PARKING



HILLCENTERBRENTWOOD.COM

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BRENTWOOD, Tenn. – Oct. 14, 2019 – H.G. Hill Realty Company announces two new tenants for phase two of [Hill Center Brentwood](http://HillCenterBrentwood.com). [Eat the Frog Fitness](http://EatTheFrog.com) and Plano, Texas-based [MOOYAH Burgers, Fries & Shakes](http://MOOYAH.com), join tenants announced last month: [CycleBar](http://CycleBar.com), [Clean Juice](http://CleanJuice.com), [Drybar](http://Drybar.com) and [Pure Sweat + Float Studio](http://PureSweat.com). [PetPeople](http://PetPeople.com) also joins Hill Center Brentwood and will be located in the original center next to Puffy Muffin.

Eat the Frog Fitness, founded by 2008 Olympic Gold Medal Winning Decathlete Bryan Clay and longtime fitness executive Joe Culver, delivers highly personalized workouts, in a studio setting, 24 hours per day, seven days a week.

“Our approach empowers members to build and maintain their fitness growth,” said Clay. “We threw out the old metrics and rewrote the playbook to provide a completely different experience from what people typically experience at gyms and through personal training.”

Lee and Beth Ann Stromatt, owners of the Hill Center Brentwood studio, searched for a fitness concept that was unique and new to Williamson County. “Bryan and Joe’s approach to helping people achieve their fitness goals over the long term was especially appealing to us,” said Lee Stromatt. “We are thrilled to bring the first Eat the Frog Fitness in Tennessee to Brentwood.”

The company’s name comes from Mark Twain’s famous saying that if you eat a live frog first thing each morning, nothing worse will happen to you the rest of the day. “Fitness is most people’s ‘frog,’ it’s what they procrastinate the most. Eat the Frog Fitness members across the country that follow the prescribed personalized workout plan are achieving faster and longer-lasting results as opposed to what they realized with their former fitness routines,” said Stromatt.

The 3,071 square foot studio will open in the first quarter of 2020 and will be the concept’s 33rd location. Pre-sales begin now, with the best rates and special benefits offered to the first 100 founding frog members. To learn more, text 615-431-3764.

The Hill Center Brentwood location will be the first in Middle Tennessee for MOOYAH Burgers, Fries & Shakes, which anticipates a spring 2020 opening in its 2,210 square foot space.

The fast casual, “better burger” concept offers mouthwatering made-to-order burgers, hand-cut french fries and real ice cream shakes. Their mission is to deliver the best burger, fry and shake experience EVER, and have fun doing it. They serve never-frozen 100% Certified Angus Beef® brand burgers, all natural Jennie-O® turkey burgers, black bean veggie burgers and all-beef hot dogs. Non-GMO potato and multigrain buns are baked in-house daily, and guests can experience building their own burger, choosing from five real cheeses, bacon, avocado and 20 free sauces and veggies. Their simple, focused menu of three core items allows MOOYAH to focus on food quality to ensure customers consistently get the best burger ever.

“It’s exciting to bring a fun brand to Brentwood, while being serious about the food we serve. We are talking about fresh-baked buns, never-frozen beef, hand-cut fries, real ice cream shakes and new Keto, vegetarian and low-calorie burgers,” said General Manager Martin Arguello.

The brand opened its first location in Plano, Texas in 2007. There are currently 73 locations throughout the U.S. and 10 international locations in Canada and the Middle East.

In addition to the new phase two retailers, the upper and lower level garages are open. Planning continues on the approximately 90,959 square foot AC Hotel by Marriott that will have 148 rooms and is located at the west end of the development abutting Maryland Way Park.

“We are pleased to bring these new to Tennessee brands to Hill Center Brentwood, offering an expanded roster of health and wellness, and restaurant options to the community and to the center’s employees,” said Jimmy Granbery, chairman and CEO, H.G. Hill Realty Company.

Phase II additions add 196,993 square feet to the current 237,828 square foot center, bringing the total square footage to 434,821. Once fully developed, the development will consist of approximately 600,000 square feet. For additional information about Hill Center Brentwood, including current retailers and restaurants, and leasing information visit hillcenterbrentwood.com.

About Hill Center Brentwood

For more than 30 years, Hill Center Brentwood has been a Williamson County shopping destination. H.G. Hill Realty Company, a family-owned company for six generations, added to the property’s footprint with a \$211 million mixed-use development spanning 17-acres at the intersection of Franklin Road and Maryland Way. As the company’s largest project in its 120-year history, the development will consist of 600,000 square feet of office, retail, and restaurant space in 10 buildings once fully developed. The mix of restaurants, shops, office and amenities create a true town center for the city of Brentwood as well as a sense of place to be enjoyed by

the entire community. Visit hillcenterbrentwood.com for the complete listing of tenants and for leasing information.

About H.G. Hill Realty Company, LLC

H.G. Hill Realty Company has been growing with Nashville since 1895. What started as a grocery store business has evolved into a privately held real estate portfolio of more than two million square feet. Ushering in a new era that began in 1993 with the sale of the grocery store operations to independent owners, the company's mixed-use lifestyle centers may be found throughout Nashville and surrounding areas. Setting the standard for innovative design and development, the company's flagship center, Hill Center Green Hills – and its development team – have received numerous awards and recognition for excellence in built environment/urban design, landscape design and sustainability practices. Recognition has been received by [NAIOP Nashville](#), [International Council of Shopping Centers \(ICSC\)](#), [Tennessee Chapter of the American Society of Landscape Architecture \(ASLA\)](#), [Urban Land Institute's \(ULI\) Nashville District Council](#), [Nashville Business Journal](#), [Nashville Post](#), [Metro Nashville Tree Advisory Committee](#), and more. For more information, visit <http://www.hghill.com>.

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