



FOR IMMEDIATE RELEASE

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Blue Wing Frog : Open for Business

January 8, 2014, Front Royal, Virginia: The Economic Development Authority would like to welcome “Blue Wing Frog” to downtown Front Royal. Located at 219 Chester Street, Blue Wing Frog provides a unique and diverse carry-out menu for folks looking for a nice picnic to take to Skyline Drive, the river or the wineries.

“The concept was developed around my love of wine and the beautiful wineries in the region,” said Kelly Sprague, co-owner of Blue Wing Frog. “You take a nice day trip out to the valley and the mountains and you stop at a winery, but they aren’t necessarily able offer much in the way of food that really pairs with and shows off the exceptional local wines.”

For instance, this week, they are offering Chicken Tangine and Smoked Turkey Gumbo to carry-out. “Our menu changes daily, depending on what’s fresh at the

market,” said Sprague. “Also, we are working to use fresh products from local vendors like produce from the Sunflower Cottage in Middletown and goods from the Main Street Bakery in Luray in keeping with the ‘buy local’ concept.”

Blue Wing Frog is in the early stage of development and will eventually have a retail section offering baskets, blankets, kites, and other “picnic” related items as well as beer and wine, cigars, ports and other things. Among other local products, the owners plan to stock a craft beer corner for local brews and a coffee corner that will feature custom roasts from local coffee roaster, Happy Creek Coffee and Tea Company.

Sprague and her husband and co-owner, Robert Hall, take their employees to the wineries, the local produce markets and the local destination spots to introduce them to the experience so that they may become enthusiastic promoters for her customers. “We are installing a wall map that will indicate destination points and I want my employees to be well-informed stewards for each of these regional sites.”

“We are happy to have Blue Wing Frog in Front Royal,” said Jennifer McDonald, executive director of the Economic Development Authority. “We have worked with Kelly and Robert through the process and look forward to their ongoing success.”

When asked about the origin of the name, Sprague replied “It was whimsical on our part. We were looking for something unique – and we tell everyone that a blue wing frog is only found in Front Royal”

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