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Blue Moon Dueling Piano Bar and Restaurant Grand Opening Set for August 16th

West Des Moines, IA—The Blue Moon Dueling Piano Bar and Restaurant, a concept developed by Leap Hospitality, will officially open to the public on August 16th at the West Glen Town Center in West Des Moines, IA. The concept's ownership group, MLD Holdings, hired Leap one year ago to develop the business plan, brand identity, interior architecture, menu, marketing, operational processes, hiring, and overall project management of the concept. Blue Moon is a 7,000 square foot restaurant during the day and an action packed live music dueling piano bar at night. "What we have developed surpasses our initial dream and vision," said MLD Holdings President Doug Vernon. "This concept is unlike anything Des Moines has ever seen," explained Vernon.

The outside exterior is sleek and modern. The interior finish will remind you of being in a back alley of New York. Utilizing the New York, New York Las Vegas Casino as its inspiration the interior walls are covered with brick made from a mold of a real brick building and an old fire escape from a building in downtown Chicago. "We even made our own manhole covers for the floors to keep with the streetscape back alley theme," commented Leap Hospitality Vice President Michael Werner.

The restaurant will be West Des Moines first known "green" kitchen utilizing a cooking technology that eliminates the use of grease or exhaust hoods. "We wanted a food delivery system that was environmentally friendly, lowered our overall operational costs, but also provided high quality food our customers will continue to come back for," said Werner.

The opening act August 16th will be dueling piano veterans Brad Heron (www.bradheron.com), Dean Madonia (www.deanmadonia.com), and CD Thomas. Blue Moon plans to also offer live band music, but will always have dueling piano's Thursday through Saturday nights.

MLD Holdings plans on opening several more Blue Moon Dueling Piano Bar and Restaurants in the next few years. "We can see our concept doing extremely well in several markets across the United States", said Vernon.

About Leap Hospitality

Leap Hospitality is a nationally recognized company that specializes in concept development, FF&E/OS&E procurement, and operational project management/execution. Leap was formed by the owners of the BSHL Group who have been in the restaurant/entertainment industry for over 25 years. Leap takes a business analytical approach to ensure success before and after opening. Leap typically acts as an owners agent and oversees the total concept development. Leap also has developed a niche to effectively deliver FF&E/OS&E procurement services for architects, owners, construction managers, and interior designers on time and within budget. www.leaphospitality.com

About Blue Moon

Blue Moon was formed by six investors, MLD Holdings, after visiting several dueling piano bars across the country. The investors took key elements they noticed worked from each and decided to develop their own concept. Blue Moon is in the planning stages to develop future Blue Moon locations. www.bluemoonduelingpianobar.com 5485 Mills Civic Parkway West Des Moines, IA 50266

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