

# REATA<sup>TM</sup> RESTAURANT

LEGENDARY. TEXAS. CUISINE.

## **MIKE MICALLEF'S STATEMENT TO LIVE AUDIENCE & SOCIAL MEDIA BROADCAST ON 3/30/2022**

Hello, I'm Mike Micallef, President of Reata Restaurants.

I want to thank all of you who trusted us with your birthdays, anniversaries, rehearsal dinners, wedding receptions, corporate and charitable events over the years. In the last year alone, we enjoyed serving more than a quarter million guests. We consider all of you part of the Reata family.

Some of you may know this is not the original Reata or even the first Fort Worth Reata. 463 miles west, and 27 years ago, Reata was borne out of one rancher's desire to get a good meal. His friends convinced him to open a second location a year later.

Everyone told the rancher... no one could operate a successful restaurant in downtown Fort Worth... 35 stories high... in an office tower with a parking garage operated by a bank! Good thing this rancher wasn't much for listening to naysayers. The restaurant was an immediate success.

Yes, Dad, you were right. There, I said it.

My dad had a vision, and much like Field of Dreams, if you build it, they will come.

And you did come.

And together, we began to build the Reata community.

One of my proudest moments was on March 28, 2000. We got all our staff and guests safely into the stairwell with only moments to spare as an F3 Tornado blew the windows out and decimated the restaurant and downtown Fort Worth.

When an event like this takes place, you can either pack it in or redouble your commitment. For us, there was no question. Fort Worth is our home, and we were rebuilding. We vowed to be the first business damaged in the tornado to reopen its doors. 42 days later, Reata was back in business, serving you, our family.

Monday marked 22 years since that fateful day, and we have seen many changes. For months after the tornado, we were the only business open in the building. Eventually the Bank One Tower closed. We launched our catering division, Reata on the Road and in 2002 and started the first pop-up restaurant at the Fort Worth Stock Show and Rodeo as we were building-out our current location. That partnership has continued with the rodeo and has expanded to three

# REATA<sup>TM</sup> RESTAURANT

LEGENDARY. TEXAS. CUISINE.

## MIKE MICALLEF'S STATEMENT TO LIVE AUDIENCE & SOCIAL MEDIA BROADCAST ON 3/30/2022

locations. We have always worked to overcome any challenge and in turn, you have embraced Reata as part of your life.

You may be wondering why I've asked you here today. I can assure you it's not to reminisce. The lease on our current location expires in June of 2024.

***We have made the decision to search for our new home.***

Today begins a new chapter for Reata.

A time to grow beyond our current walls.

A time for unity.

A time for possibility.

***A different location will not change who or what Reata is.***

You made Reata a cornerstone of our community. Together we will embark upon this journey toasting the next generation as they observe the most special moments in their lives along the way.

I know you're not shy about telling me what you think of your last meal or your experience at Reata, and I love that. Now is the time to tell us where you believe Reata should move and why. Maybe you even have the perfect piece of land.

This is only the beginning.

**#WeAreReata** and together, we will build our future. Thank you.

We've set up a website ([www.WeAreReata.com](http://www.WeAreReata.com)) and email address ([locations@reata.net](mailto:locations@reata.net)) to join the journey and share your ideas!