



**THE BIRD & THE BREAD**

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## Birmingham Restaurant, The Bird and The Bread, to Transition into Vinoteca

*The Jonna Family of Restaurants will uncork a new vision of the popular wine bar it originally brought to Royal Oak*

BIRMINGHAM, Mich., September 29, 2017 – The Jonna Family of Restaurants announces it will convert its Birmingham restaurant, The Bird and The Bread, into a restyled version of its original Vinoteca wine bar. The changeover is expected to be complete in early 2018. The Bird and The Bread and its adjoining special event banquet area, The ELM Room, will stay open throughout the process for dinner and weekend brunch, but lunch service will discontinue effective Monday, October 2. All events that are currently booked will not be interrupted.

Recent changes in a management agreement of the Vinoteca in Royal Oak, which the Jonna family opened in 2005 and converted to a Jolly Pumpkin in August 2017 by their partnership group, has enabled them to bring the full-service wine bar restaurant to Birmingham. The Jonnas also own and operate the award-winning Vinology Wine Bar and Restaurant in Ann Arbor, which opened in 2006.

“While The Bird and The Bread has been a wonderful experience, we are excited to refresh and breathe new life into Vinoteca after more than 12 successful years in Royal Oak,” says Kristin Jonna, owner of The Bird and The Bread. “We always envisioned it would be great for Birmingham and are thrilled to revitalize it there as we share our expertise and excitement of wine to educate and entertain our guests.”

The Birmingham location will modernize the original Vinoteca concept as it celebrates the artistry of wine and food while adding music in a swanky intimate environment. The new restaurant will feature a wine bar, a small plates menu and global cuisine along with a live musical emphasis on jazz and blues. The ELM Room will continue the ongoing entertainment it is known for with concerts, comedy shows, and singer/songwriter events.

The restaurant group is planning to submit to the city in the coming weeks.

During the conversion, The Bird and The Bread will serve dinner 5-10 p.m. Tuesday-Saturday and 5-9 p.m. Sunday, and brunch 10 a.m.-3 p.m. Saturday and Sunday.

The Bird & The Bread is located at 210 S. Old Woodward Avenue in downtown Birmingham.

For updates, more information and changeover celebration specials, please visit [Facebook/The Bird and The Bread](#) or call 248-203-6600.

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### **The Jonna Family of Restaurants**

The Jonna Family has been in the food and wine business for over 40 years. John Jonna began his climb to professional renown in the 70s as co-founder of Merchant of Vino, Metro Detroit’s forerunner in gourmet food and wine and seven-store chain. In 2004, he and his daughter Kristin Jonna created a wine bar full service restaurant concept and opened two locations in metro Detroit, Vinoteca Wine Bar in Royal Oak in 2005 and

Vinology Wine Bar and Restaurant in Ann Arbor in 2006. In 2009, Vincent Jonna joined his father and sister to bring his financial expertise to the family restaurant operations. In 2011, Vincent and Kristin created a restaurant management company, Jonna Management Services, which provides full operational services, administrative and accounting support, marketing plans, and consulting services. In 2014, they opened The Bird and The Bread, a European comfort food inspired concept in downtown Birmingham. Together, the Jonna's continue the family traditions of excellence in customer service, product education, and innovative research to advance their restaurants as leaders in the industry.