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Ground Round Grill & Bar, Neenah Announces Exciting Rebranding as Batley's Grill & Bar

NEENAH, November 9, 2023 – Ground Round Grill & Bar Neenah is thrilled to announce a significant milestone in its 20-year journey with the launch of its new identity as Batley's Grill & Bar. This rebranding reflects the restaurant's commitment to innovation, enhanced dining experiences, and community engagement. The change to an independent restaurant will allow for more menu and marketing flexibility.

As part of the rebranding process, Batley's Grill & Bar has undergone a transformation, from its logo and website to a new Limited Time Offer Menu. The independent brand aims to capture the essence of their roots as a family friendly Grill & Bar with the opportunity for more customized menus and enhanced menu offerings.

"We are excited to introduce Batley's Grill & Bar as the next chapter in our restaurant's development," said Ryan Batley, General Manager at the Best Western Premier Bridgewood Resort Hotel and Conference Center. "20 years in the restaurant industry does not happen without a great team and the unwavering support of friends and the local community. The support and excitement we have already heard is something we are tremendously grateful for. We are excited for this next chapter."

Key highlights of the rebranding include:

The restaurant's interior has recently been updated and refreshed along with extensive additions to their outdoor patio. This includes a Rainbow Playground, Basketball Hoop, Giant Checkerboards, additional firepits and other family activities. They also have a private party space, The Joe Bowers Room.

Batley's Grill & Bar will continue to feature a blend of its menu favorites while adding new dishes and drink offerings in the future. From their signature 22oz Old Fashioned and Burgers, there is something for every palate. Batley's Grill & Bar will continue to accept Ground Round Gift Certificates and Gift Cards and will continue with their daily specials and Loyalty Program.

Batley's Grill & Bar is committed to actively engaging with the Fox Cities community. They will continue with their involvement and partnerships with local organizations, schools, and charitable groups.

This is the official launch of Batley's Grill & Bar, while there will be additional efforts made to update their current logos, marketing, and messaging.

For media inquiries, please contact:

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About Batley's Grill & Bar: Batley's Grill & Bar (formerly Ground Round Grill & Bar, Neenah) is a leading dining destination in Neenah, dedicated to providing a memorable experience for guests through a combination of quality menu offerings, welcoming hospitality, and a clean, vibrant atmosphere. The restaurant takes pride in its commitment to the community and its team members.