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Charlotte chicken restaurant to open first Triad location on Monday

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Bossy Beulah's Chicken Shack will open its first Triad location on Monday.

The 2,200-square-foot restaurant at 1500 W. First Street in Winston-Salem will be the second location of Bossy Beulah's — the original is in Charlotte — with more planned to open in 2022. To celebrate the Winston-Salem opening, Bossy Beulah's will give a year's supply of free Beaut chicken sandwiches to the first 50 guests.

The dining area includes seats for 51 guests at a counter and tables, with an additional 36 outdoor seats on the patio. Bossy Beulah's will open daily at 11 am. The restaurant will fulfill in-person orders only to begin with but plans to offer online ordering for pickup and delivery in the coming weeks.



THE PLAID PENGUIN

The Beaut is made with Joyce Farms chicken.

“Our team couldn’t be more thrilled to open the doors of Bossy Beulah’s in Winston-Salem,” said owner Jim Noble. “I grew up in the Triad and have operated restaurants here for nearly 40 years, but this is our first opening in Winston-Salem since 1992. We are proud to be a part of this community and to expand our impact here, both within the restaurant and through our partnerships with local community organizations.”

Noble is partnering with Durban Development of Charlotte to open their second Bossy Beulah's Chicken Shack in the former First Street Draught House.

Noble, a High Point native, has had a handful of Triad restaurants, including Noble's in High Point, and now owns Rooster's — A Noble Grille at 380 Knollwood St. in Winston-Salem. Also experienced in restaurants, Durban developed and owns The Suffolk Punch, a brewery, coffee bar and eatery in Charlotte's South End. In 2020, Rooster's was one of 16 Triad restaurants awarded Three Diamonds by AAA.

Bossy Beulah’s is a tribute to Noble’s great aunt, Beulah, who often fried chicken after church on Sundays while she watched Noble and his cousins.

“Beaut, as we called her in our family, was a fixture in my childhood. She was a character, and could fry chicken better than anyone I’ve ever known,” Noble said. “We have a lot of fun with the design of this restaurant, using the bright colors and florals to depict her playful and bossy personality.”

Bossy Beulah’s Chicken Shack offers a simplistic menu highlighted by three chicken sandwich options: The Beaut, which consists of a fried chicken breast, Duke’s mayo, and pickles on a Copain bun; the Cheesy Beaut, which adds cheese to the signature sandwich; and the Hot Thighs sandwich featuring a hand breaded, boneless chicken thigh drenched in Bossy Beulah's hot sauce and topped with pickles on a Copain bun.

Bossy Beulah’s also offers Bossy Bites, (hand-cut and hand-breaded chicken breast nuggets), wings, and sides of Iredell slaw (named after Iredell County, where Beulah lived), fries, and a house “simple” salad. Breakfast offerings will be added in the near future.

The restaurant gets its all-natural, "highest-quality" chicken from Joyce Farms in Winston-Salem, near its border with Clemmons. Noble said everything served — from biscuits to sauces — is made from scratch.

Noble and Collin Ricks, Durban's co-founder, bought the vacant property through an LLC for \$532,000 from William F. Sherrill.

Noble and Durban are partners in Bossy Beulah's original location, which opened in late 2019 on Freedom Drive, west of downtown Charlotte. They are developing another location in Charlotte's South End.

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