



## **PEACOCK LOOP DINER OPENS**

*Delicious Diner Food Served 24/7 & 365 at Million Dollar Miracle*

**ST. LOUIS – October 14, 2014** – Updated classic diner fare meets high-style design in The Loop this week as the doors open to a colorful and tasty new experience open 24 hours a day, seven days a week, and 365 days a year for breakfast, lunch and late-night dinners.

The Peacock Loop Diner, brainchild of Loop visionary and entrepreneur Joe Edwards, is located at 6261 Delmar in The Loop on the ground floor of the Lofts of Washington University student apartments. More than a million dollars has been spent on the new 5,000-square-foot restaurant's build-out and design.

The Peacock Loop Diner is the first 24-hour diner in The Loop. It serves breakfast classics, diner favorites, Asian selections, salads, vegetarian and vegan dishes and desserts. Freshly made pies are crafted in-house from a display kitchen where passersby can watch the pastry chefs in action. The large variety of pie flavors includes Candy Bar, S'mores, Pecan, Lemon Cream and Strawberry Rhubarb.

A full-service bar with St. Louis-brewed craft beers, creative cocktails, a selection of wines and specialty "spiked" milkshakes also will be available. Last call is at 1 a.m.

Featuring curving booths in the teals and greens of a peacock's flamboyant tail feathers with touches of yellow and raspberry, the diner's four U-shaped counter-seating areas rise in levels when seen from the street to create a fan-shaped impression. The

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### **Add one:**

counters are brightly lighted in changing colors like the feathers of a peacock. Corresponding shapes on the ceiling change color. Two Beer Ball games allow skilled players to earn tickets toward diner food and beverages, a jukebox is available for music lovers, and table, booth and counter seating gives guests a variety of options to meet their needs.

Peacock art and collectibles decorate the new space along with classic diner memorabilia and antique kitchen items gathered by Joe Edwards over the past 15 years.

Outside the diner, visitors are welcomed by an 11-foot-wide, animated neon Peacock-shaped sign weighing 1,800 pounds. The sign features 50 transformers, and more than 650 feet of neon tubing. A sequencer cues the peacock's colorful feathers to fan out and

Outside the diner, visitors are welcomed by an 11-foot-wide, animated neon Peacock-shaped sign weighing 1,800 pounds. The sign features 50 transformers, and more than 650 feet of neon tubing. A sequencer cues the peacock's colorful feathers to fan out and back 200 times per hour. Patio seating is available along the mews pedestrian area next to the building and on Delmar.

"People ask me why I called this diner The Peacock," says Joe Edwards. "I felt this beautiful bird would appeal to people from all over the country and the world. The Loop is such a melting pot of ages, ethnicities and ideas and a peacock symbol seemed to be a perfect match for this diverse area.

"Together with the Moonrise Hotel, the Peacock Loop Diner makes The Loop a true 24-hour destination," says Edwards. "Visitors can enjoy all The Loop has to offer during the day and evening hours, relax in a superb room at the Moonrise Hotel and get a great meal any time of day."

Special occasions can be celebrated in the diner's eight-person circular, rotating booth called the Peacock Carousel of Love. This space can be rented for graduation gatherings, marriage proposals, birthdays, happy hour gatherings, early morning breakfast meetings, and other creative uses. Use of a flat-screen TV inside the booth comes with the rental to personalize the event with the guest's own slideshows or videos.

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##### **Second and last add:**

The Peacock Loop Diner has been constructed with environmentally friendly features and will be submitted for the highest level of LEED certification for its green and sustainable practices. Local and regional recycled materials have been used in the construction when possible. Behind the scenes, mechanical systems are energy efficient and low-flow restroom fixtures have been used. Special low-flow, energy-efficient hoods were used over the cooking and dishwashing equipment. All of the public spaces of the diner are illuminated with new LED technology and the back-of-house areas are illuminated with energy efficient fluorescent sources.

For more information on the Peacock Loop Diner, dial 314-721-555. Email [Parties@PeacockLoopDiner.com](mailto:Parties@PeacockLoopDiner.com) to inquire about booking special events. Go online to see the diner's menus, a gallery of food images and diner décor and much more at [www.PeacockLoopDiner.com](http://www.PeacockLoopDiner.com).

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