

# the ball & biscuit

FOR IMMEDIATE RELEASE:

*Indianapolis, IN - July 1, 2010* – The Mass Ave neighborhood of downtown Indianapolis welcomes the ball & biscuit bar and lounge to its culture of art galleries, boutiques and fine dining. The biscuit's sophisticated, vintage – yet smoke-free – ambience adds a completely new and exciting alternative to Indianapolis' nightlife experience.

Zach Wilks and Trevor Belden, two friends with a shared interest in enriching downtown Indy's nightlife, ventured to create the ball & biscuit. Working together with Matty Bennett of Sequences Design, they've fashioned a comfortably worn-in environment with a turn-of-the-century appeal on the ground floor of the 3Mass Building. From the 150-year-old quarter-sawn wood floors and wall claddings to the distressed leather chairs; to the way the gas-glow from hand-blown, tungsten-filament pendant bulbs diffuses across the ceiling. The decadence, location, and conversation are a few of the details that set the ball & biscuit apart as an exclusive watering hole for vagabonds to professionals, both young and old.

The ball & biscuit's menu of craft beers, hand-picked wines, and unique cocktails, such as the bacon-infused Hamhattan, offer a range of Prohibition-era concoctions to modern panache. The biscuit also features bar fare that has more in common with a Lost Generation brasserie than your average sports bar's fryer, with a menu developed by Brad Gates, the former executive chef at the Indianapolis Museum of Art's PUCK's. With no TVs, the biscuit is characterized by its choice music and quaint setting, fostering an atmosphere of civilized conversation and relaxation.

You'll find the staff at the biscuit to be as welcoming as the environs – Zach, with previous experience at The Red Room and Oceanaire, is a natural at making sure everyone feels at home and nobody goes thirsty. His tour of duty has won him Nuvo Magazine's "Best Bartender" award three years in a row. Trevor, as the proprietor of the ball & biscuit, will implement his background as a business and corporate finance attorney to ensure that downtown's latest buzz-bar becomes an institution in Mass Ave's ever blossoming arts and theater district.

So come visit what all of Indy is talking about and enjoy a sampling of the biscuit's unique swash and swill. Please contact [amy@peddycordcommunications.com](mailto:amy@peddycordcommunications.com) or call 317.525.6965 for more information or to talk to Zack, Trevor or Matty. The ball & biscuit is located at 331 Massachusetts Avenue, downtown Indianapolis. [www.ballandbiscuit.com](http://www.ballandbiscuit.com)

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