

# Hospitality

## HOLLER HOSPITALITY

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Holler Hospitality is NBP Capital's in-house hospitality brand, and is led by seasoned restaurateur Jen Quist and Top Chef Alumni, Doug Adams. Their inaugural project comprises three food and beverage concepts at Woodlark, a new hotel in downtown Portland including: Bullard, a 70-seat restaurant that draws inspiration from Adams small town Texas upbringing and new Portland roots; Abigail Hall, a 40-seat living room-style bar; and Good Coffee, a lobby coffee bar

collaboration with Portland's Good Coffee. This project has been highly regarded in the press including being named in Time magazine's "World's 100 Greatest Places 2019." Holler will be opening another restaurant experience: taking the majority of the ground floor retail space at Meetinghouse Apartments, located in Portland's Sellwood neighborhood. This will include a collaboration with a yet-to-be-announced rising star in the dessert industry.

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## Executive Team

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### **DOUG ADAMS**

Born in Colorado and raised in East Texas, Chef Doug Adams' culinary inspiration began in his hometown of Bullard where traditional Texas cooking intermingles with Hispanic influences. After moving to Portland in 2008, Adams worked in a number of notable kitchens before becoming the Chef De Cuisine at James Beard Award-winning chef Vitaly Paley's Imperial.



### **JENNIFER QUIST**

Jennifer Quist's two decades of hospitality experience in a plethora of roles is the secret weapon behind her acumen as co-founder and partner with Chef Doug Adams in Holler Hospitality. After receiving a BA from the University of Washington in 1998, she spent eight years working in commercial real estate in San Francisco before deciding to follow her true passion, the culinary arts. She attended The French Culinary Institute in New York City and cooked professionally for four years including on the line at The Mercer Kitchen, famed chef Jean George Vongerichten's restaurant.

# Projects



## BULLARD

Inspired by chef Doug Adams’ namesake hometown, Bullard brings an unexpected twist to downtown Portland dining. Defined by the roaring wood-fired hearth on display in the open kitchen and downstairs smoker, this 70 seat restaurant pays homage to classic Texas cooking paired with Hispanic influences and Chef Adams’ signature modern approach to crave-worthy comfort food. Bullard serves lunch, dinner and brunch on the weekends, is situated in the heart of the city, and is the marquis for the new Woodlark, a turn of the century Portland landmark.

*“The overarching theme is reflected in the small-print logo at the bottom of the menu that reads, “Where Texas Meets Oregon,” and on the mash-up of the Oregon and Texas state flags that hangs in the airy, attractive, slightly dude-ish dining room. How perfect is that for a Texan stepping out as a chef in Portland, Oregon, with plates that ride the range between barbecue, local game, fish and plenty of plants?”*

- Michael C. Zusman



## ABIGAIL HALL

Time Magazine recently called Abigail Hall “The true center” of the Woodlark Hotel on it’s list of “100 Greatest Places in the World”. Conceived of and overseen by Jennifer Quist, Abigail Hall is a downtown cocktail bar named after Abigail Scott Duniway, Oregon’s “Mother of Equal Suffrage.” The bar pays homage to history through comfortable yet beautiful design as the 40-seat living room style bar is located in the original library and Ladies Reception Hall of the former Cornelius Hotel, the sitting room and gathering place where the suffragettes of Abigail Duniway’s time convened and conspired. Open daily, offerings at Abby include an approachable menu that has something for every mood and preference, from light beer and rosé by the glass to a selection of spritzes, hand-crafted cocktails, and Martinis & Manhattans for the table that serve two, four and six people.

*“The space was the originally a ladies reception hall, in a conveniently hip pink-and-green color scheme—the current aesthetic of the bar is modeled after the original design, from the floor tile to the original capitals framing the bar’s doors. It was International Women’s Day, and Quist started doing some research into important women in Portland history—she eventually found Abigail Scott Duniway, a Portland-based women’s suffrage activist. She could see her there, in the Cornelius Hotel lounge. That’s what she wanted to recreate: something strong, but feminine.”*

- Brooke Jackson-Glidden

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## Projects



### GOOD COFFEE AT WOODLARK

Adams and Quist have joined forces with local roaster Good Coffee to run the coffee bar in Woodlark's main lobby, adjacent to the front desk. Good Coffee at Woodlark offers signature seasonal drinks and a selection of roasted coffees available to be prepared both as espresso and filter. Chef Adams and the Bullard kitchen oversee a to-go breakfast menu that introduces Adams' interpretation of Texas-style Kolaches, a hand-held slightly sweet, yeasty pastry of Czech origin, as well as an assortment of house-made pastries. Good Coffee will serve three to five Kolache flavors a day including the signature offering of Chef Adams' take on the Texan classic, filled with a mini-jalapeno and cheddar sausage that was developed exclusively for him by local sausage company Zenner's.



### HOLLER

A family-friendly sports-bar in the heart of Sellwood, coming Spring 2020!

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