

DINING OUT

# 'Top Chef' finalist Doug Adams to open fried-chicken-focused restaurant in Southeast Portland

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Holler is an upcoming Sellwood neighborhood restaurant from the team behind downtown Portland's Bullard.

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By [Michael Russell | The Oregonian/OregonLive](#)

Depending on where you are in America, a “holler” can be a shout or cry, an invitation to get in touch, or a hollow in the Appalachian hills -- think of Butcher Holler, the Kentucky hometown of the “Coal Miner’s Daughter” herself, Loretta Lynn.

In Portland, Holler is the hospitality group behind downtown Portland’s Bullard restaurant and its Woodlark Hotel sister bar, Abigail Hall. And starting next year, that same name will adorn the second project for Holler partners Jen Quist and chef Doug Adams, a Sellwood neighborhood restaurant centered on “Top Chef” finalist Adams’ tasty fried chicken.

“Thinking about our upcoming project, it just fit everything that we want this place to be,” Adams said.

The new, family-friendly restaurant will take up part of the ground floor of the Meeting House, a new 240-unit apartment building near Southeast Milwaukie Avenue and Bybee Boulevard that’s backed by NBP Capital, an investment firm led by siblings Lauren Noecker Robert and Spencer Noecker. Holler is no boutique concern. The kitchen is being built for volume and speed: “I bought the same fryers as the Popeyes franchise,” Adams says with a mix of laughter and pride. “I’m guessing if you open up a million restaurants, you know what you’re doing.”

“But my fried chicken will smoke Popeye’s,” Adams says.

Those three double fryers will be put in service of a simple buttermilk brined and breaded fried chicken, as crisp as the birds you might have devoured during Adams’ time at Imperial, but without the pre-fry smoke bath it gets at Bullard. Holler will have a separate entrance and pickup window for takeout orders and delivery services, meaning if you’re out for dinner with the family, you won’t have to jockey for position with couriers and their big insulated bags.

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Speaking of families, Holler plans to welcome all ages, with an arcade filled with games including Skee Ball, Pop-A-Shot and perhaps, a tabletop Ms. Pac-Man. One of two private dining rooms at the restaurant will be available for kid's sports team parties. And in a city where most restaurants try to hide their TVs -- if they have them at all -- Holler will show major sports on several screens.

Beyond fried chicken and wings, Adams plans a signature burger, old-school dinner plate specials (meatloaf and mashed potatoes, anyone?), plus healthier options to offset the excess. The bar program, including cocktails, wine and 16 beers on tap, will be handled by Bullard and Abigail Hall bar manager Daniel Osborne. Expect about 90 seats inside, with sidewalk tables along Milwaukie when the sun comes out.

"Sellwood reminds me of growing up in a small town, going to a restaurant with my parents and they would be eating and we would go off and play games," Quist says. "And that's just something you don't see enough in Portland. During Blazer madness last year, my friends were saying there just weren't any places that you could go out and take your kids and watch the game."

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*Look for Holler to open in spring of 2020 at 7119 S.E. Milwaukie Ave.*

-- [Michael Russell](#)

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