

Hospitality

HOLLER HOSPITALITY

Holler Hospitality is NBP Capital's in-house hospitality brand, led by Jen Quist, seasoned restaurateur, and Chef Doug Adams. Its inaugural project comprises three food and beverage concepts at Woodlark, a hotel in Portland, Oregon, which opened December 2018. The first concept is Bullard, a 70-seat restaurant. The second, Abigail Hall, a 40-seat living room-style bar. And finally, Good Coffee, a lobby coffee bar collaboration with

a local coffee roaster. This project has been highly regarded in the press. Notably, TIME magazine included it in the "World's 100 Greatest Places 2019" list.

Holler Hospitality is opening another restaurant experience in the spring of 2020 in the Sellwood neighborhood in Portland. It will include a collaboration with a yet-to-be-announced rising star in the dessert industry.



Executive Team



DOUG ADAMS

Born in Colorado and raised in East Texas, Chef Doug Adams' culinary inspiration began in his hometown of Bullard, Texas 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 Imperial, one of the renowned restaurants of James Beard Award-winning Chef Vitaly Paley. Adams was a finalist on season 12 of Top Chef.



JENNIFER QUIST

Jennifer Quist's two decades of hospitality experience across 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 Bachelor of Arts 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

Bullard, the namesake of Chef Doug Adams' hometown, brings an unexpected twist to downtown Portland dining. Defined by the roaring wood-fired hearth, on display in the open kitchen, and smoker downstairs, this 70-seat restaurant pays homage to classic Texas cooking with Hispanic influences and Chef Adams' signature, modern approach to crave-worthy comfort food. Bullard serves lunch and dinner daily with brunch on the weekends. Bullard is situated in the heart of the city and is the marquis for the Woodlark, a turn of the century Portland landmark that reopened as a new hotel in 2018.

"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, Willamette Week



ABIGAIL HALL

TIME Magazine describes Abigail Hall as "the true center" of the Woodlark Hotel and one of the "100 Greatest Places in the World" in 2019. Conceived of and overseen by Jennifer Quist, Abigail Hall is a cocktail bar named after Abigail Scott Duniway, Oregon's "Mother of Equal Suffrage." The bar pays tribute to history through comfortable, yet beautiful design. The 40-seat living room style bar is located in the original library and Ladies Reception Hall of the former Cornelius Hotel, which served as the sitting room and gathering place where the suffragettes of Duniway's time convened and conspired. Open daily, the menu offers something for every mood and preference, from light beer and rosé, to a selection of spritzes, hand-crafted cocktails, as well as Martinis and Manhattans for the table that can be made to serve two, four or 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, Eater Portland

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Projects



GOOD COFFEE AT WOODLARK

Holler Hospitality has 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 coffee beans available for both espresso and filtered coffee preparations. Chef Adams and the Bullard kitchen oversee a to-go breakfast menu that introduces the chef's 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, a mini-jalapeno and cheddar sausage that was developed exclusively for Adams by local sausage company Zenner's.



HOLLER

A family-friendly sports bar in the heart of Sellwood will occupy the ground floor retail space at Meetinghouse Apartments, which is located in the Sellwood neighborhood in Portland, Oregon. This new hospitality venture is slated to open in Spring 2020. Mouths are already watering for Adam's infamous fried chicken. The kitchen is being built for volume and speed. Holler will have a separate entrance and pickup window for takeout orders and delivery services.

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