

SOUTHALL

FOR IMMEDIATE RELEASE

Media Contact: J Public Relations

southall@jpublicrelations.com

619.255.7069

INTRODUCING SOUTHALL: A DESTINATION FOR AGRICULTURAL INNOVATION, CULINARY EXCELLENCE AND WELLNESS SET TO DEBUT IN 2021

Southall Reveals Details on Luxury Inn, Spa, Farm and Gardens in Scenic Franklin, Tenn., Just Minutes from Nashville

FRANKLIN, TENN. (October 24, 2019) – Amidst more than 325 acres of lush, rolling Tennessee hills, [Southall](#) on October 23, revealed plans for a luxury inn, spa, farm and gardens, slated to open in 2021. Located just 20 miles outside of Nashville, in Franklin, Tenn., the biodynamic working farm will soon be home to a luxury inn and spa; scenic event center; extensive outdoor recreation opportunities and experiences; learning spaces and more, debuting spring 2021. Southall was conceived four years ago as a biodynamic working farm, focused on agricultural innovation and sustainable, responsible and productive use of the land—today, visionary Chef and Farmer Tyler Brown oversees a culinary and agricultural team dedicated to realizing the vision of Southall’s founders.

“I feel most alive on this land and wanted to create a place that inspires people about what’s possible for the future; the land and food we share bind us together more deeply than we often realize,” said Brown, also a multi-time James Beard Award Best Chef, Southeast Semifinalist. “I’m grateful for the opportunity to realize a lifelong vision of marrying agriculture, hospitality, and cuisine into an authentic experience here at Southall.”

Located on the outskirts of historic Franklin, Southall is envisioned as a complete immersion into nature. The working Farm at Southall currently employs both advanced farming technologies and heritage farming techniques—from hydroponics and aquaculture, to rotational grazing, permaculture and terracing—to create a farm of the future, with an old-world reverence for heritage farming.

A salute to middle Tennessee’s agricultural heritage, culture, curiosity and the luxury of simplicity, the Southall experience is dedicated to discovery, nurturing the mind, revitalizing the body, and feeding the soul. When complete in early 2021, Southall will offer a luxury inn, helmed by Senior Vice President of Hospitality Ray Minias; The Inn at Southall will feature refined, yet relaxed guest rooms with separate cottages and hillside “treehouse” experiences; a signature restaurant supplied by Southall’s verdant farm; and a spa inspired by the land’s powerful healing properties, featuring modern treatments, ancient healing techniques and sustainable, farm-raised products.

Southall will also offer an idyllic backdrop for events including weddings; receptions; private galas; meetings; fundraisers and group celebrations. Extensive outdoor event spaces include lush lawns, a

hilltop lookout and ceremonial spaces overlooking the orchard. Indoors, the event center will accommodate large gatherings, with additional private spaces available for smaller corporate retreats and executive sessions.

In a time when so much of our experiential world is virtual, Southall's Project Manager Craig Hoover is focused on creating an environment that reinvigorates the mind and speaks to the soul. "Southall is a collection of curated experiences, surprising details, and unexpected moments that encourage discovery of the land and a return to our roots through exploration, reconnection and the embrace of culture, heritage and craftsmanship," Hoover explained. "We want to share our unique and special expression of southern hospitality with the world."

For more information and to stay connected to the property's development, visit www.southalltn.com and follow Southall on social media via [Instagram](#) and [Facebook](#).

###

ABOUT SOUTHALL FARM

Located historic Franklin, Tenn., less than 20 miles from Nashville, Southall encompasses over 325 acres, set across rolling Tennessee hills, and includes a working biodynamic farm featuring orchards; crops; gardens; an apiary; chicken coop; rotational grazing for livestock; innovative greenhouses; active aquaculture and seed saving programs and a recreational lake. Set to open in early 2021, a luxury inn, spa and signature restaurant will offer an escape where guests will enjoy an array of experiences based on the property's core principals of exploration, discovery and connection. For more information, visit www.southalltn.com.

