



First Watch Coming Soon to the Heart of Broadway in Downtown Nashville

December 21, 2023

Award-winning breakfast, brunch and lunch spot will feature restaurant-exclusive shareables and cocktail flights

NASHVILLE, Tenn. – December 21, 2023 – Brunch will sing to a newer tune as [First Watch](#), the Florida-based Daytime Dining restaurant serving breakfast classics and seasonal specialties, will open its highly anticipated location in Downtown Nashville on January 8, 2024. Located only a block away from Broadway at 130 Third Ave. North, the new restaurant will feature a location-exclusive menu of brunch boards and cocktail flights crafted for celebratory gatherings and other special occasions in the bustling heart of Music City.

"You won't find another First Watch like this in Nashville or across the country," Brandon Heinsohn, Vice President of Operations at First Watch. "It's no accident that on our 12th anniversary in this community, we're opening our 12th restaurant with a bigger and bolder brunch experience for all occasions."

First Watch's Downtown Nashville restaurant will bring a chef-inspired menu to a 4,323-square-foot location that seats more than 130 people and will be the first-of-its-kind to include a private, reservable space. While this space is open to everyone and available at no charge, customers will be able to reserve it in advance at [firstwatch.com](#) beginning on opening day.

Customers can enjoy **shareable Broadway Brunch Boards** that include sweet and savory First Watch specialties like custard-dipped French toast, homestyle biscuits and gravy, and maple-syrup-glazed Million Dollar Bacon, alongside an exclusive line-up of cocktail flights and pitchers sporting First Watch's house-made creations like the **Cinnamon Toast Cereal Milk, Blackberry Bramble Sangria and classic Mimosa**.

Complementing the unique ambiance of the reservable space, the restaurant will feature a custom mural designed by local artist [Maggie Sanger](#) and offer dining under a vibrant floral ceiling.

For Nashville's coffee lovers, the restaurant will brew First Watch's socially responsible [Project Sunrise coffee](#), sourced by women coffee farmers – the Mujeres en Café – based in South America. First Watch has made a long-term commitment to buy these women farmers' Arabica beans at a premium price to better the futures of their families and communities.

During the restaurant's pre-opening Friends & Family event, First Watch Downtown Nashville will collect donations to support [Dolly Parton's Imagination Library](#), a book gifting program that mails free, high-quality, age-appropriate books to children from birth to age five.

First Watch offers core menu favorites and a revolving seasonal menu seven days a week from 7 a.m. until 2:30 p.m. for pickup, delivery and dine-in service. The Downtown Nashville restaurant will present its first seasonal menu in March 2024. To place an order or join a digital waitlist, guests can download the First Watch App or visit [firstwatch.com](#).

About First Watch

First Watch is an award-winning Daytime Dining concept serving made-to-order breakfast, brunch and lunch using fresh ingredients. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" accolades, First Watch's chef-driven menu includes elevated executions of classic favorites along with specialties such as the Quinoa Power Bowl®, Farm Stand Breakfast Tacos, Avocado Toast, Chickichanga, Morning Meditation (juiced in-house daily), Spiked Lavender Lemonade and its signature Million Dollar Bacon. In 2023, First Watch was recognized as the top restaurant brand in Yelp's inaugural list of the top 50 most-loved brands in the U.S. In 2023 and 2022, First Watch was named a Top 100 Most Loved Workplace® in Newsweek by the Best Practice Institute. In 2022, First Watch was awarded a sought-after MenuMasters honor by Nation's Restaurant News for its seasonal Braised Short Rib Omelet and recognized with ADP's coveted Culture at Work Award. There are more than 500 First Watch restaurants in 29 states, and the restaurant concept is majority owned by Advent International, one of the world's largest private-equity firms. For more information, visit [www.firstwatch.com](#).

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