



Good Land Wing Co. to open in Brookfield, WI

Brookfield, Wisconsin

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December 17, 2019

For Immediate Release

Good Land Wing Co. is announcing plans to open its newest location in Brookfield, Wisconsin in early 2020. This will be Good Land Wing Co's third location. The chicken wing restaurant arrived on the restaurant scene in 2015. They came to Milwaukee's east side in 2018 as Good Land Wing Co and rebranded Port Washington in May of 2019.

The Brookfield location will be at 15375 W. Bluemound Road, at the intersection of Moorland and Bluemound Roads in the Shoppes at Brookfield Commons.

Focus on Health

The brand was formed around the core concept of making a favorite food healthier. "How do we get people to enjoy the food they love, as healthy as possible, without sacrificing quality and flavor? Through a lot of trial and error and some industry expert input, we've landed on the perfect balance," said owner Josh Brown. "We are very excited to bring our healthier menu to Brookfield. We don't have a single deep fryer in our kitchens. "NO FRYERS ALLOWED" is our mantra. Our emphasis is on food that's made fresh from carefully selected ingredients that are purchased locally whenever possible. Brookfield has a vibrant restaurant scene and we're looking forward to being part of that."

Good Land Wing Co's. signature is in the preparation. Wings are fresh, slow roasted and then oven-baked to order - ever fried! In addition to its signature Boneless and Classic Chicken Wings, guests can enjoy vegetarian options – Breaded Cauliflower Wings and UnChicken

Meatless Wings. In addition all the chicken is hormone and antibiotic free. The menu of healthier eats includes Good Land Wing Co.'s wraps, sandwiches, salads and skillet. Classic Wings and many sauce options can be combined for a gluten free meal. Select varieties of local craft beers and sodas are available. The menu is rounded out with appetizers that include giant pretzels from Milwaukee Pretzel Company. And for guests who would like to indulge just a bit, desserts include beignets and S'Mores Campfire Waffles.

Focus on Flavor

The menu also demonstrates Good Land Wing Co.'s commitment to flavor. There are 10+ sauces from wild to mild and sweet to heat, including Garlic Parmesan, traditional Buffalo sauce and Sriracha Bourbon. Good Land Wing Co. has four house-made dry rubs; Carolina, Kansas, Texas Chile and our wildly popular Lemon Pepper.

Guests with daring and adventurous palates are encouraged to try our signature Diablo Fuego Sauce that registers nearly 1 Million Scoville Heat Units. We've introduced a challenge where daring wing lovers have 15 minutes to down 10 wings. Those who do are enshrined on our Wall of Flame and get a commemorative t-shirt.

The new restaurant will create jobs for 20-25 people in and around Brookfield.

About Good Land Wing Co

The father and son team of Adam and Josh Brown of Good Land Wing Co. first made their mark with Wing-It, a chicken wing restaurant located in Port Washington. The pair found their niche in the popular wing market by perfecting a baked wing recipe. In 2017, Mark Sellers and Brian Conrad joined the team to help develop and provide growth opportunity for the budding brand. Within 9 months the first Good Land Wing Co opened on Oakland Ave and the original Port Washington restaurant was rebranded and re-equipped as Good Land Wing Co.

More about Good Land Wing Co. and its story is available at <https://goodlandwingco.com/location/brookfield>

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