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## the drinks business

### LUDACRIS OPENS CHICKEN-N-BEER RESTAURANT

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18th November, 2016 by Lauren Eads

US rapper-turned-actor Ludacris has opened a restaurant at Atlanta Airport inspired by the title of his 2003 album 'Chicken-n-Beer'.



Ludacris released an album named Chicken-n-Beer in 2003

Named Chicken + Beer, the restaurant opened this week at the Hartsfield-Jackson Airport in Atlanta offering "comfort foods and craft beers using locally-grown ingredients". Its menu features traditional Southern favourites like shrimp and grits, Luda's chicken and pecan waffles, battered catfish, sweet potato mash, and Southern fried apple pie.

Ludacris, also known as Chris Bridges, first revealed plans for the venture in 2012, after closing down his Asian fusion restaurant Straits Atlanta after four years.

"It took me three years, but it's finally coming to fruition," the rapper said in an Instagram post on Wednesday. "Anything that's worth waiting for is worth having. And we are finally here.

Chicken + Beer. I've seen it come from my third album, triple platinum album, all the way to a restaurant.

"Concourse D, D-5. We open tomorrow, November 17th, in the busiest airport in the world, Hartsfield. I'm talking about great food, great drinks, great energy, and my employees are the

best employees in the world."

This is not the first time that Ludacris has ventured outside of music, or into the drinks trade. In 2009 he launched his own Cognac brand, Conjure, in collaboration with Birkedal Hartmann.



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