



For Immediate Release

Serendipity Proudly Announces Opening of Serendipity's Backlot

Outdoor restaurant featuring local food, beverage and live music

Ithaca, NY, Thursday, August 13th – Serendipity Catering is proud to announce the opening of their new outdoor restaurant and bar location, Serendipity's Backlot, at 950 Danby Rd. Located on the south lawn of South Hill Business Campus, Serendipity's Backlot features socially distanced tables and seating, as well as offers an online ordering menu and payment for contactless transactions.

Serendipity's team has harnessed their culinary and service expertise to provide local patrons with an opportunity to enjoy a safe, relaxed dining environment for the whole family, four-legged friends included. The menu features a broad selection of tastes and cuisines, drawing upon Serendipity's own local farm as well as several local vendors and distributors for its offerings. The menu also includes options for kids, as well as housemade dog treats.

The food menu is complemented by a wide beverage menu featuring local beer, wine and a variety of mixed drinks.

Hours of operation are currently on Fridays and Saturdays, from 4:00pm to 10:00pm, and will expand to include brunch service on Sundays from 11:00am to 3:00pm on August 30th. Serendipity's Backlot offers dine-in and to-go service, as well as delivery service via Ithaca to Go and GrubHub starting on August 30th.

The current menu is available for viewing at <https://serendipitybacklot.square.site/>

Contact Info:

Name: Alex Kearns-Apuya

Organization: Serendipity Catering

Address: 950 Danby Rd, Suite 15, Ithaca, NY 14850

Phone: (607) 273-2145