



FOR IMMEDIATE RELEASE

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The Grey Plume Earns Unprecedented Distinction, Grand Opening Set for Dec. 10

Omaha, Neb. – The Grey Plume, a seasonally-driven restaurant opening soon in Midtown Crossing, has earned the distinction of being the nation’s first three star SustainaBuild™ Certified Green Restaurant® by the Green Restaurant Association®.

Sustainabuild™ certification requires that restaurants have a full-scale recycling program, including a composting program and otherwise practice waste reduction, be Styrofoam-free, promote high-levels of water and energy efficiency, and utilize sustainable food and sustainable furnishings. The Grey Plume, co-owned by 24-year-old executive chef Clayton Chapman and Chicago-based chef Michael Howe, met all of the criteria, proving that Grey is the new green.

“We have so many reused and recycled materials in the restaurant -- a recycled barn wood floor, reclaimed furniture and recycled glass in part of our build-out. All of the new wood in the building is FSC (Forest Stewardship Council) certified, and it’s all poplar which comes from renewable rainforest. Our carpet is made from all recycled content. We painted the building with zero VOC (volatile organic compound) paint,” explained Chapman.

The restaurant’s hand sinks are outfitted with aerators, and its low temperature dishwasher is highly energy efficient. Some of the restaurant’s china is made from recycled wine bottles. The restaurant’s recycled menus are utilized in a vermiculture program as well as a full line of compostable disposable take out containers. “These are things we believe in,” said Chapman.

The Grey Plume (220 S. 31st Ave.) will celebrate its grand opening with a ribbon cutting at 11 a.m. on Friday, December 10. Chapman promises a modern but comfortable eating environment; a fresh,

constantly-changing menu; and a variety of house-made items including bread, butter, soft cheeses, and house-roasted coffee.

“We think of the restaurant as an extension of our home, and we try to convey that to our guests. We know the farmers, the ranchers and the growers who provide us our groceries. I’ve slept on a few of their floors,” laughed Chapman. “There is a huge sense of care and commitment and following things through to the end.”

At age 21, Chapman became the youngest executive chef in the history of Omaha’s V. Mertz. He’s been on a cooking hiatus for the last few months, and he’s eager to get back into the kitchen.

“I’m ready to cook again,” he said.

The Grey Plume sits opposite Marcus Midtown Cinema and Délice European Bakery and Café in the Midtown Crossing development.

Midtown Crossing is urban living redefined, the fastest-selling condominium development in Omaha history and one of ten projects around the world praised for embodying "the synergy of public/private partnerships" (Urban Land Magazine, 2010). Spanning 15.5 acres in the heart of historic midtown Omaha, Midtown Crossing boasts 225,000-square-feet of unsurpassed dining, diversion and retail as well as nearly 500 luxury residences, ample parking and green space.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site,

www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or

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