

# STUDIO MOVIE GRILL

EAT · DRINK · MOVIES

## STUDIO MOVIE GRILL JOINS THE PARTY; CELEBRATES RECORD BREAKING WEEKEND! SMG IS #5 IN US BOX OFFICE FOR OPENING OF GIRLS TRIP.

**July 24, 2017 – Dallas, TX** – Studio Movie Grill (“SMG”) theaters were buzzing this weekend as ladies all over the country came together to see the comedy *Girls Trip* starring Queen Latifah and Jada Pinkett Smith. This morning, the leader in in-theater dining announced a weekend box office gross of \$718,036 with the film, placing it #5 in US Box Office for the weekend. This is one of many top 10 finishes for SMG, and a landmark moment for the quickly growing theater chain, opening three new locations before the end of the year.

Ladies are on a roll in 2017. With *Wonder Woman* continuing to break records, *Girls Trip* is now being hailed as another female-centric film to break records. Making over \$30 million, *Girls Trip*, directed by Malcolm D. Lee, landed at #2 right behind Christopher Nolan's *Dunkirk*, even though it was made for a fraction of the budget. Audiences gave the film a stellar A+ CinemaScore, the industry leader in measuring movie appeal, suggesting the film will have a long and healthy run.

Contributing to the enormous box office success, Studio Movie Grill hosted over 50 private events this weekend throughout their 24 locations with over 2000 women enjoying GIRLS TRIP Girls Night Out Packages through Studio Events. SMG Chatham in Chicago’s south side celebrated a #27 ranking in *Girls Trip* box office across the country. Says Venisha White-Johnson, Private Events Manager at SMG Chatham, “We had so much fun hosting over 700 ladies and making it all about us girls.” Inspired by the movie’s audacious sense of fun, Studio Movie Grill created a special cocktail – the Peachy Boom Boom – featuring Ciroc Peach Vodka, which was widely promoted by Sean Diddy Combs on social media. SMG sold over 5,000 of the cocktails this weekend, which paired with their exclusive food and beverage packages designed to enhance the *Girls Trip* parties.

“Universal’s film is further proof of the success and need for female driven movies. For us to rank #5 for the US is a major milestone for SMG. We are definitely on this ride with the rest of country, opening hearts and minds with film, food and fun!” said Brian Schultz, CEO/Founder of Studio Movie Grill. According to the AP, the Universal film drew in an audience that was 79 percent female and 50 percent under the age of 30. Fifty-nine percent of attendees were estimated to be African-American.

### **About Studio Movie Grill:**

Studio Movie Grill (“SMG”), the leader in in-theater dining exhibition and named to Inc. Magazine’s 35<sup>th</sup> Annual List of Fastest Growing Private Companies, has modernized the traditional movie-going

experience by combining first-run movies with full-service, in-theater dining. Since 2000, SMG has swiftly grown to 24 locations in nine states and has announced 3 new additions in CA, FL and GA before the end of the 2017. Its long-standing Special Needs Screenings and Chefs for Children community outreach programs continue to help families everywhere as pillars of the company's purpose and fulfilling its mission to open hearts and minds, one story at a time. SMG ranks #1 in box office receipts for in-theater dining concepts. For additional information, visit: [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

**About Studio Events:**

Be it a screening, mixer, or meeting, an event at Studio Movie Grill leaves a lasting impression. Because of this Studio Events is the choice for over 2,500 events each year by some of the largest companies and organizations in the country. Offering unique dining and private space as well as creative food and beverage options, SMG's team of Studio Event Sales Managers have the expertise to make an event effortless and affordable for groups of any size.

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