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Latest details on Wolf River Hospitality Group's new concept in Collierville





Image: MBJ

Nashoba at Carriage Crossing

SUSAN ELLIS | MBJ



By [Susan Ellis](#) – Projects Editor, Memphis Business Journal
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When Kirk Cotham and Chad Foreman were in the planning stages of their latest concept, a sports bar/live music venue/gastropub in Collierville at Carriage Crossing, they chose the name "Nashoba" as a placeholder.

The name made sense for the founders of the Wolf River Hospitality Group, which runs Pyro's Fire Fresh Pizza, Levee Coffee and Creamery, Abner's Famous Chicken Tenders, and Wolf River Brisket Co. "Nashoba" means "wolf" in the Choctaw language. It also ties in nicely with the group's branding.

Still, they puzzled over whether it should be Nashoba Bar & Grill or Nashoba Restaurant or the like.

"We spent weeks trying to figure out the right Nashoba *what*," Cotham said. "We could never come up with anything that all of us liked. We said, 'Okay, if we can't come up with anything better, it's just going to be Nashoba.' What we're committed to do is make that synonymous with what we want to be, which is your place for music, for sports, for good food, and for meeting friends."

Nashoba will be in the former Hickory Tavern site as well as space next door, totaling 10,000 square feet. It is next to the Firebirds Wood Fired Grill.

Cotham said that Nashoba will be unique in Collierville because of its dedicated stage space. Greg Jackson has been hired as their live event manager. Jackson is already working on booking bands. Nashoba, which will open some time in June, is already booked through July and most of August.

Wolf River Hospitality scouted sports bars in other cities in order to inform the design of the sports bar space at Nashoba. While the sports bar part will have plenty of TVs –

around 60 – it will also have 20-foot-wide, state-of-the-art LED screens that can be split into multiple displays.

"It's going to be different than anything else that is in the market," Cotham said.

In addition, Nashoba will operate a nano-brewery.

"We won't be canning beer or anything like that, but we will be brewing beer on-site to be served on-site," he said.

Cotham and Foreman wanted to have food that one expects in a sports bar – but upgraded.

"Everybody has wings. We're gonna have wings as well," Cotham said. "But our wings will be smoked and then grilled after that. We'll toss them in whatever sauce you want and put them on the grill. That caramelizes it on the grill and adds a little bit of a twist."

Nashoba will seat 350. It has a party room, too, with seating for 80.

Cotham and Foreman are no strangers to introducing new concepts. Nonetheless, it can be anxiety-inducing. But, as they got into the project, that anxiety gave way to excitement about introducing Nashoba to a greater audience.

"We believed that the reaction to our idea is going to be good, but you never know," Cotham said. "The further we got into the design, the further we felt like, 'Yeah, this feels right.'"

T H E L I S T

Memphis-Based Restaurant Chains

Total restaurant locations

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2	2	Gus's World Famous Fried Chicken
3	3	Dixie Queen

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