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Mert's Heart and Soul Unveils New Website

The website – www.mertscharlotte.com – features recipes, news, online ordering, and more.

Charlotte, NC – James Bazzelle, owner/executive chef of Mert's Heart and Soul, today announced the launch of the restaurant's new website – <http://www.mertscharlotte.com>. The site was designed by the award-winning, Charlotte-based multimedia design firm Eastonsweb Multimedia.

"Mertscharlotte.com was created as a service to our customers," said Bazzelle. "Now, our regular diners, newcomers, or those planning a trip to Charlotte can visit the site to find out what Mert's is all about. We are excited to have another outlet to connect with the public."

Mertscharlotte.com features southern-inspired recipes created by Bazzelle; a video history chronicling the restaurant's development; a "Newsroom" with Mert's press releases, photos, and press clips; menu items from the restaurant; online ordering; and more.

Bazzelle said that the design of the site brings the look and feel of Mert's online. "Eastonsweb Multimedia did a great job of transferring the Mert's feel to the site," said Bazzelle. "Visitors to the website will experience that same down-home atmosphere that's found at Mert's and a lot of useful information."

In the coming months, Mert's will also rollout a quarterly e-newsletter complete with cooking tips, customer profiles, upcoming events, special offers, contests, and other benefits. Customers can sign-up for the newsletter at the restaurant (214 North College Street) or by visiting the "Contact Us" page at www.mertscharlotte.com.

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Mert's Heart and Soul is one of the premier dining destinations in the Carolinas. The restaurant specializes in Low Country and Gullah favorites, including shrimp and grits, southern fried chicken and award-winning macaroni and cheese. Mert's is located in the heart of Uptown Charlotte at 214 North College Street. Mert's is open for lunch and dinner seven days a week. Brunch is served every Saturday and Sunday from 9AM – 3PM. For more information call 704.342.4222 or visit www.mertscharlotte.com.