

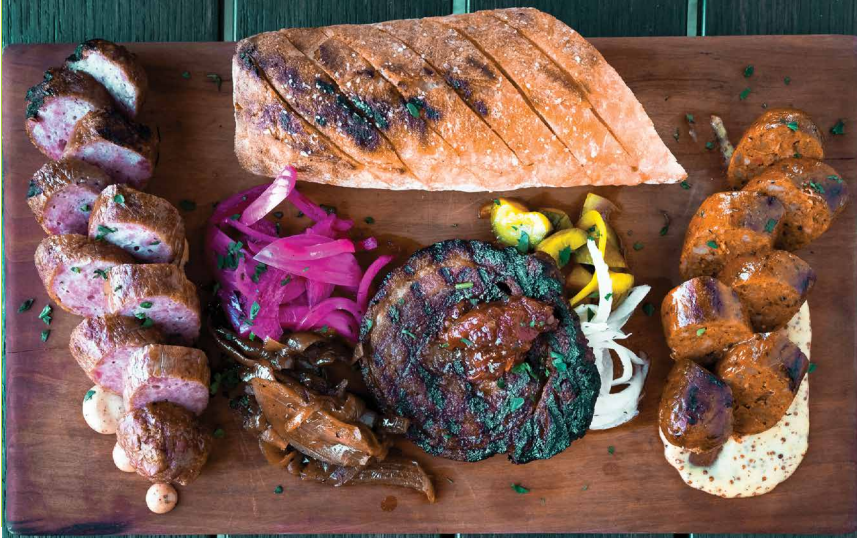


PURVEY FIVE
Smoke & Mortar Co.
WHISKY
CURIOSITIES, TAXIDERM~Y~
AND
COCKTAILS~

ABOUT IDLERYE

IdleRye is a modern American restaurant located in the Deep Ellum district of Dallas, Texas. Inspired by a variety of global influences, IdleRye features rich and colorful twists on classics, including shareable appetizers, pastas & sausages made in-house and craft cocktails. IdleRye invites guests to sit back, relax and create memorable experiences through fresh, seasonal food & drink and exceptional hospitality.





ABOUT BRUCE WILLS

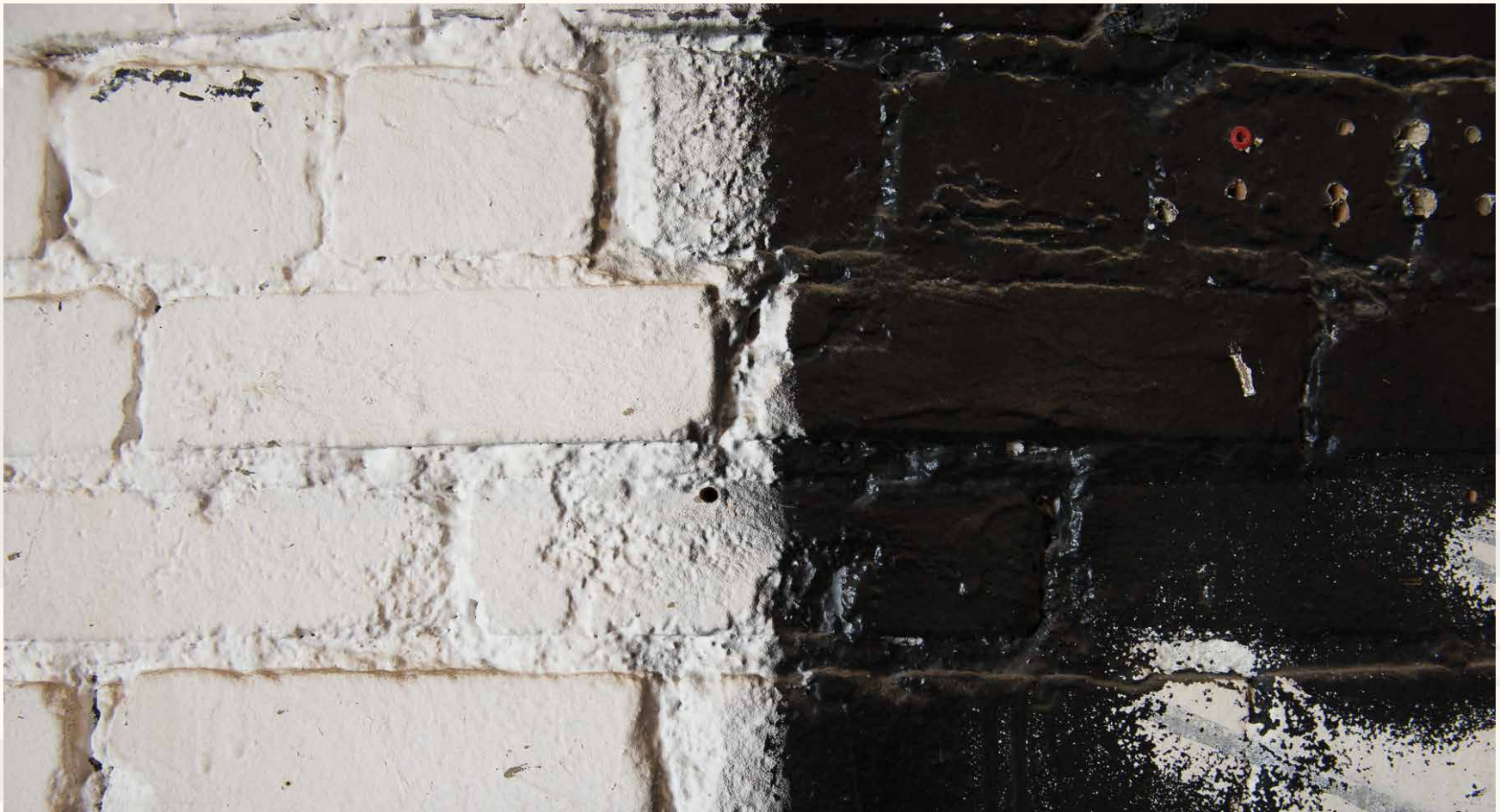
OWNER & OPERATOR

With over 22 years in the food and beverage industry, Bruce Wills knows the value of creating meaningful culinary experiences. From local concepts and bars to country clubs, Wills worked his way from Southern California to Las Vegas, where he trained in restaurant management as a part of the Wolfgang Puck Fine Dining Group. Wills transferred to Dallas to take over Five Sixty by Wolfgang Puck, where he quickly rose in the ranks, becoming a general manager and later, regional operator. In 2015, Wills pursued his lifelong dream of developing his own restaurant with The Table, a Flower Mound concept created alongside brother Daniel Wills and former Five Sixty chef Ray Skradzinski. Wills serves as the owner and operator for both The Table and IdleRye, bringing his expertise in restaurant management to diners across the DFW metroplex. He is also a founder of Smoke & Mortar, a Dallas-based restaurant group.



ABOUT SMOKE & MORTAR

Smoke & Mortar is a Dallas-based restaurant group that establishes experience-driven, service-oriented restaurants in the DFW metroplex and beyond. Led by Bruce Wills, a veteran of Wolfgang Puck Fine Dining Group, Smoke & Mortar creates and manages new restaurants and offers a variety of consultation services for existing restaurants. IdleRye is Smoke & Mortar's first restaurant concept.



IDLERYE PRESS

AS FEATURED IN:

- Zagat
- Dallas Morning News/
GuideLive
- D Magazine
- Eater Dallas
- Dallas Observer
- Dallas Business Journal
- CultureMap Dallas
- PaperCity Magazine
- BizBash
- AAA Texas Journey
- CraveDFW
- Local Sugar Dallas



Photography by Catherine Downes.

RESTAURANTS

Eat This Now: The Sausage Board at IdleRye

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GET READY FOR PIEROGI, CRISPY GULF SHRIMP AND WHISKEY COCKTAILS



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