



PRESS KIT

Located on Pearl Street in Boulder, *Wild Standard* opened in September of 2015 and provides a casual yet stylish atmosphere, ideal for families, friendly get-togethers and large groups. Owned by renowned chef and farm-to-table trailblazer, Bradford Heap, the restaurant focuses on providing guests with seasonal, sustainable, humanely-raised food with flavors that showcase the best of what the season has to offer.

Chef Heap has always held an importance in health and wellness. His family was a driving force in his quest to source and serve food that is both enjoyable and good for the body. Wild Standard's menu brings these standards to its guests, serving the season's best ingredients in innovative and delightful ways.

Chef Derek Baril leads the Wild Standard Kitchen team in the preparation of menu items best described as new American cuisine with ever-changing small plate and entrée options. With previous experience sourcing seafood directly from local fishermen in Maine, Chef Baril's knowledge aligns well with the restaurant's focus on responsibly caught seafood.

Wild Standard takes pride in responsibly sourcing all seafood from purveyors who support organic ingredients and sustainable practices. Seafood selections in the raw oyster bar, menu samplers, and fish-centric entrees meet the strict standards of the MSC (Marine Stewardship Council). Wild Standard is the only restaurant in Boulder to hold the MSC certification.

Menu

Chef Heap uses influence from his time in Europe to inspire Wild Standard's menu. He procures and prepares the freshest possible ingredients of the region to develop new American cuisine that showcases the honest flavor of the ingredients. He believes that food tastes best when it travels the shortest distance.

Wild Standard uses farm-to-table produce, pasture-raised beef and pork, locally raised organic chicken, and MSC-Certified responsibly caught seafood. When food is out of season and becomes more expensive, it is removed from the menu.

The summer appetizer selection includes traditional favorites like a *Watermelon Salad* with cucumber, feta, mint and pickled onion; and the *New England Clam Chowder* with clams, bacon, tomato and thyme. Internationally inspired items like the *Thai Spring Mussels* with green garlic, coconut milk, cilantro and coriander; and the *Crispy Red Curry Cauliflower* turn the season's local fare into deliciously inventive starters.

The restaurant's sampler platters are guaranteed to please even the most discerning seafood connoisseur. Selections like *The Hold* include east and west coast oysters, shrimp, Snow Crab claws, Alaskan King Crab legs, lobster tail, tuna poke and octopus escabeche. For guests that prefer to take the less involved route, shellfish and a varied oyster selection are available for individual orders from the restaurant's Raw Bar.

Summer Entrees are both land and sea focused, providing options like the *7X Wagyu Beef Top Sirloin* with roasted carrots, snap peas, asparagus, spinach and ramp butter; the *Chilipepper Rockfish Filet* with Israeli couscous, romesco, broccolini, shaved lardo and Kalamata tapenade; and the *Wild Alaskan Sockeye Salmon* served with local zucchini, squash, corn puree, heirloom grape tomato and pickled shallot.

[View Appetizer, Raw Bar, Shellfish & Entrée Menu](#)

Beverage Program

Chef Heap works to keep Wild Standard's beverage program innovative with a focus on sustainability. The wine list features a large selection of biodynamic and sustainable wines. The restaurant also offers an extensive wine-by-the-glass program with wines drawn from keg dispensers to cut down on bottle waste. The wine is under a charge of nitrogen, which limits oxidation and ensures that the last glass is as good as the first.

As a nod to influential females, the cocktail selection also includes a variety of house-made creations named after notable women in history. *The Maya Angelou* with London Dry Gin, lemon, alpine herbal liqueur, mint and prosecco; and the *Alice Waters* with vodka, celery juice, verjus, elderflower, prosecco and thyme are just a couple of the featured cocktails.

Aged spirits like the House Reposado or aged whiskey can commonly be found aging in oak barrels behind the bar while the restaurant's *Siren Call Program* encourages guests to create their own beverage masterpiece by choosing a spirit, flavor, and style based on a globally-inspired selection of ingredients.

[View Wine, Cocktail and Beer Menu](#)

Happy Hour

Wild Standard offers happy hour daily from 3-6pm. Offerings include \$4 beers, \$4 wines, \$6 cocktails and \$4 - \$8 small plates.

[View Happy Hour Menu](#)

Décor

Wild Standard strives to create a comfortable and casual atmosphere while adding elements of style and creativity to the surroundings. The décor also stays true to the green theme with 95% of the restaurant's décor being recycled or reused. This includes the tables, chairs, bar and barstools. Even the ceiling's beams were salvaged from a dairy farm in Wisconsin.

Private Events

Wild Standard offers private and semi-private event options. Guests may customize their menu and cocktail service.

[View Group Events Page](#)

General Manager

Erin Meadows

Location

1043 Pearl Street
Boulder, CO 80302

Telephone

720.638.4800

Press Contact

Gretchen TeBockhorst
PRIM Communications
Email: gretchen@primcommunications.com
Direct: 303.902.3023

Website

wildstandard.com

Facebook page

facebook.com/WildStandardBoulder/

Twitter Feed

[@ws_boulder](https://twitter.com/ws_boulder)

Instagram

[@ws_boulder](https://www.instagram.com/ws_boulder)

Hours of Operation

Brunch and Lunch: Wed – Sun: 11am – 3pm
Dinner: Daily 5pm – close

Happy Hour: Daily 3pm – 6pm

Reservations

Reservations may be made [online](#) or by calling the restaurant: 720.638.4800

Gift Cards

Gift cards may be purchased [online](#) or in the restaurant

Payment options

Visa, Master, AMEX, Discover, cash