

**For Immediate Release**



**Fairway Social Announces Opening Set For July 17th**

*The anticipated virtual-gaming restaurant is located at Urban Supply*

**BIRMINGHAM, Ala. – July 15, 2025 – [Competitive Social Ventures](#) (“CSV”) is excited to announce the highly anticipated opening of [Fairway Social Birmingham](#) set for Thursday, July 17, 2025, at Urban Supply. Reservations are now available and can be booked online at [www.fairway-social-birmingham.com](http://www.fairway-social-birmingham.com).**

Fairway Social will offer a full-service restaurant and bar, a total of six Full Swing™ powered bays, and a sports entertainment hub. Guests can enjoy elevated food, signature cocktails and craft beer with a variety of virtual and interactive games, including more than 100 world-renowned golf courses, as well as baseball, football, soccer and more. Additional on-site games include Golden Tee Golf, cornhole and additional yard games.



Coming later this month is The Lodge, an intimate, speakeasy-style lounge hidden inside Fairway Social, with live music, duckpin bowling and signature cocktails. To enter, guests will need to retrieve a scorecard from the host, locate the secret entrance and crack a code to uncover the hidden door. The Lodge will feature a variety of live entertainment, including music across multiple genres, as well as special events and performances such as comedy shows.

“Bringing these concepts to Birmingham is more than just opening a new venue, it’s about shaking things up and creating something that doesn’t exist here yet. Birmingham has energy, culture and creativity - and we feel honored to be a part of that,” said Neal Freeman, CEO of Competitive Social Ventures.

"We can't wait to welcome the Birmingham community," said Brian Harper, COO of Competitive Social Ventures. "We're passionate about the history, atmosphere, and every detail put into these spaces."



Fairway Social and The Lodge are located at 114 13th St S, Birmingham, AL 35233 within Urban Supply – an entertainment destination, developed by Orchestra Partners, featuring retail, fitness, and food & drink spots for Birmingham locals.

"We are so excited to see Fairway Social and The Lodge open their doors at Urban Supply. I have been both impressed and humbled watching the Competitive Social Ventures team at work, crafting these unique spaces with such passion and commitment," said Hunter Renfro, Principal of Orchestra Partners. "We're grateful to have them in Birmingham and as part of the Urban Supply community. I can't wait to get in there and play a round of golf!"

The more than 14,000-square-foot joint venue was designed by Monument and constructed by Shelby General Contractors.

Fairway Social will operate from 11 a.m. to 11 p.m. Tuesday through Sunday, with extended hours until 1 a.m. on Fridays and Saturdays. Opening later this month, The Lodge will operate from 5 to 11 p.m. Tuesday through Thursday, and from 5 p.m. to 1 a.m. on Fridays and Saturdays. The Lodge is for guests 21 and older.

Fairway Social also operates in Alpharetta, GA inside The Maxwell and in Fayetteville, GA inside the Trilith Town Centre. Fairway Social Birmingham and The Lodge are owned and operated by Competitive Social Ventures. CSV is a leader in socially-driven entertainment concepts and is equipped with highly experienced hospitality, food and beverage executives. Backed by a strong track record in the hospitality space, CSV currently owns and operates four successful entertainment venues in Georgia across its portfolio of brands - [Fairway Social](#), [Roaring Social](#), and [Pickle and Social](#).

To learn more about Competitive Social Ventures, please visit

[www.competitivesocialventures.com](http://www.competitivesocialventures.com). To learn more, please visit [www.fairway-social-birmingham.com](http://www.fairway-social-birmingham.com) and [www.thelodge-fairway.com](http://www.thelodge-fairway.com). For information on partnership opportunities with CSV, please visit [www.competitivesocialventures.com/investors.htm](http://www.competitivesocialventures.com/investors.htm).

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### **About Competitive Social Ventures**

Founded in 2020 and headquartered in Alpharetta, GA, Competitive Social Ventures (“CSV”) is a hospitality company that creates socially-driven entertainment concepts including Pickle and Social, Roaring Social, Fairway Social and The Lodge at Fairway Social. CSV creates premier entertainment venues that bring people together to socialize, enjoy premium food and beverages, and create one-of-a-kind shared experiences. CSV currently operates Pickle and Social in Gwinnett, GA; Roaring Social in Alpharetta, GA; Fairway Social Alpharetta, GA and at the Town at Trilith in Fayetteville, GA; as well as Fairway Social and The Lodge at Fairway Social in Birmingham, AL. Learn more at [www.competitivesocialventures.com](http://www.competitivesocialventures.com). For partnership opportunities, see [here](#).

### **About Fairway Social**

Fairway Social is the ultimate destination for world-class virtual gaming, elevated casual dining, live music and uniting families and friends of every age and skill level. Fairway Social offers a selection of virtual games including golf and non-golf games for an immersive experience that is combined with premium food and beverages. Fairway Social is powered by Full Swing golf simulator technology, the same simulator used by Tiger Woods, John Rahm and Jordan Spieth for off-the-course practice. Fairway Social currently operates in two locations in Georgia: Alpharetta and Trilith (Fayetteville). Fairway Social Birmingham opens July 17, 2025. Learn more at [www.fairway-social.com](http://www.fairway-social.com) or follow us on Instagram [@fairwaysocial](https://www.instagram.com/fairwaysocial). #BeMoreSocial

### **About The Lodge at Fairway Social**

Nestled within Fairway Social Birmingham, The Lodge at Fairway Social is a haven for those who appreciate the finer things in life. Through a secret entrance, guests will emerge into a charming speakeasy that evokes rustic charm blended with modern elegance. Live music, handcrafted cocktails and duckpin bowling set the scene for where every evening becomes extraordinary. The Lodge will open following in mid to late July 2025. Learn more at [www.thelodge-fairway.com](http://www.thelodge-fairway.com) or follow us on Instagram [@thelodgeatfairwaysocial](https://www.instagram.com/thelodgeatfairwaysocial). #BeMoreSocial

### **About Urban Supply**

Urban Supply is a dynamic development located in Birmingham’s historic Parkside District, reimagining the city’s industrial heritage for modern urban living. Rooted in a commitment to historical preservation and innovative design, Urban Supply revitalizes iconic buildings of the Wholesale Warehouse Loop, offering a dynamic mix of retail, dining, and leisure spaces. Strategically integrated with Birmingham’s trail systems, including the renowned Jones Valley Trail, Urban Supply provides a pedestrian-friendly environment that enhances connectivity and community engagement. Discover more about Urban Supply and its role in shaping

Birmingham's future at [urbansupplybham.com](http://urbansupplybham.com).

**About Orchestra Partners**

Orchestra Partners is a planning and redevelopment advisory firm, established in 2015 by Hunter Renfroe and John Boone. Orchestra's mission is to strengthen cities and small towns by partnering with community leaders and stakeholders to vision, plan and execute transformative urban projects.

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