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SAWMILL MARKET

SAWMILL MARKET ANNOUNCES INITIAL TENANTS AND NEW CONCEPTS

New Mexico's premier food hall slated to debut February 2020

ALBUQUERQUE, N.M. (July 15, 2019) -- Sawmill Market, New Mexico's first artisan food hall anchoring the new Sawmill District in Albuquerque, is pleased to announce initial tenants Dr. Field Goods Kitchen, Plata Coffee, Eldora Chocolate, and new concept Mercantile Cafe & Wine Bar. Construction has already begun and the project is on track to open in February 2020 with additional concepts and vendors to be announced in the coming months.

A reflection of the diversity of cultures and cuisines existing across the state, Sawmill Market seeks to celebrate culinary traditions as well as emerging trends, offering a diverse tenant mix of culinary experiences, local farmers, craftsmen, artisans, and unique retail that are certain to raise the bar and set a new standard for the local food scene.

Sawmill Market is being developed by Jim Long, CEO and founder of Heritage Hotels & Resorts, Inc., a luxury hotel brand exclusive to New Mexico. Husband-and-wife team Jason and Lauren Greene, owner and operators of Albuquerque's popular Grove Cafe & Market, have been tapped as the project's concept developers, curating the culinary and retail experiences that make up the artisanal food hall. Since the inception of the project, the Greenes have worked closely with Long and his team, the architect, and designers on all aspects of the project, from the branding and tenant mix to the new concepts and the Sawmill experience as a whole.

"Years ago, we walked into the spot that would eventually become the Grove Cafe & Market and felt so inspired by the up-and-coming neighborhood," said Lauren Greene. "Jason and I saw the same bones in the Sawmill District when we were first approached by Jim Long and are thrilled to take part in the creation of something that shows our community and visitors the best that Albuquerque and New Mexico has to offer. We've had the pleasure of being involved in the process since day one -- from picking out tiles to meeting with new tenants -- and we're excited to take part in the revitalization of the district while paying homage to the heritage of the area."

Sawmill Market is situated north of historic Old Town Albuquerque and anchors the re-envisioned Sawmill District, a vibrant neighborhood of loft-style housing, artist studios, and mixed-use buildings that are home to burgeoning businesses, entrepreneurial thinking, and new attractions in the local community. A rich part of the city's history, the district was once a bustling epicenter for industry between the late 1800s and early 1900s, first as an agricultural land and then later serving as the home of the American Lumber Company, the largest lumber company in the Southwest.

Encompassing more than 33,000 square feet of space, Sawmill Market is set in a stunning former lumber warehouse that was once home to more than 800 sawmill employees. An

industrial yet modern design will incorporate regional design elements with a nod towards conveying the sawmill roots of the area. Floor-to-ceiling steel frame windows highlight an open and airy space filled with natural light. Garage doors leading to patios and plentiful outdoor space set the atmosphere for enjoying pristine New Mexico weather in the warmer months. Pinon wood-burning fireplaces and fire pits create a warm and comforting ambiance in the cooler months.

Joining the highly curated tenant mix is Santa Fe staple **Dr. Field Goods Kitchen**, a casual, farm-to-table restaurant and butcher shop helmed by owner/chef Josh Gerwin, previously of Casa Vieja Restaurant in Corrales. Dedicated to sourcing fresh, local ingredients, Gerwin has diligently forged relationships with local farmers and ranchers over the past six years in an effort to stay true to his goal of serving homegrown New Mexican fusion fare. The Sawmill Market location marks Gerwin's first expansion outside of his brick-and-mortar location, and this second outpost will offer comfort food favorites like signature burgers, hot dogs, sausages, patatas bravas, housemade drinks, and more. Gerwin takes pride in "no can openers, no microwaves" in his kitchen, and Dr. Field Goods Kitchen's quality cuisine has earned numerous accolades over the years.

Sawmill Market will also welcome the second location of **Plata Coffee**, a neighborhood craft coffee shop in downtown Albuquerque co-founded by Aaron Ketner and Rose Kerkmans. With an emphasis on fostering connections and building up the local community, Plata strives to showcase the best of the city by featuring locally roasted coffee, hand-blended and small-batch teas, and artisanal goods by local creatives.

Albuquerque's **Eldora Chocolate** will bring its "bean-to-bar" handcrafted chocolate to a satellite location at the Sawmill Market. After a spark of inspiration on a chocolate plantation tour in Hawaii, owners Steve and Andrea Prickett created Eldora as the embodiment of their love for food, healthy living, and social and environmental responsibility. Eldora chocolate is made with sustainably sourced, organic, natural, and fair trade ingredients. Suppliers are viewed as partners, and a percentage of all profits go to support Kiva, Heirloom Cacao Project & Rainforest Project. Like their current location, Eldora Chocolate will carry truffles, chocolate bars, and Kapow! energy bars and energy truffles -- some flavored by "inclusions" like Himalayan pink sea salt, Chimayo chile, or Mole, Mole spice -- suitable for health conscious consumers and those with discerning tastes.

In addition to curated local businesses, Sawmill Market will introduce new food and beverage concepts to its dynamic mix, including **Mercantile Cafe & Wine Bar**, the first of many new concepts to be announced. Mercantile Cafe will serve breakfast and lunch as well as offer a variety of prepared foods for on-the-go enjoyment. The menu will focus on locally sourced, seasonally driven fare that reflects the clean, rustic flavors of cooking with a traditional wood-burning oven. True to its namesake, Mercantile will also feature a market space meant to emulate a pantry and kitchen that one could envision as their own, with products sourced from New Mexico farmers and merchants.

At **Mercantile Wine Bar**, the menu will feature a selection of clean and rustic small plates, create-your-own charcuterie and cheese boards, and an ever-changing wine list featuring wines from around the world. Guests are led through a library filled with books on wine making and

cooking before settling in to a relaxing, intimate space tucked away from the market hustle and bustle.

For more information and leasing inquiries for Sawmill Market, please visit <https://www.sawmillmarket.com/>.

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ABOUT SAWMILL MARKET

Projected for a February 2020 opening, Sawmill Market is New Mexico's first artisanal food hall, located at 1909 Bellamah Ave., Albuquerque, New Mexico. The market, set in a former lumber warehouse located in the Sawmill District, will feature Albuquerque's best culinary experiences, local farmers, local food artisans, craftsmen and artists, celebrating the diverse cultures and culinary traditions that make up the eclectic New Mexican landscape. A rich part of the city's history, this location was a bustling epicenter for industry from the late 1800s and early 1900s along the Atchison, Topeka and Santa Fe Railway, first as agricultural land, then owned by the American Lumber Company, the largest lumber company in the Southwest. This building was once home to over 800 sawmill employees and will now serve as a community gathering hall for Albuquerque, showcasing the beauty of New Mexico through food, diversity, and art. For more information about Sawmill Market, please visit <https://www.sawmillmarket.com/>.

ABOUT HERITAGE HOTELS & RESORTS

Founded by Jim Long in 2005, Heritage Hotels & Resorts is a collection of culturally distinct hotels in New Mexico and is the largest independent hotel brand in New Mexico. Through their architecture, interior design, landscaping, cuisine, art, entertainment, and music, Heritage Hotels & Resorts provide guests with a rich, authentic cultural experience. Hotel Albuquerque at Old Town, Hotel Chaco, and Nativo Lodge are located in Albuquerque, NM; Hotel St. Francis, Eldorado Hotel & Spa, Hotel Chimayo de Santa Fe, Inn and Spa at Loretto, and The Lodge at Santa Fe are located in Santa Fe, NM; Hotel Encanto de Las Cruces is located in Las Cruces, NM; and El Monte Sagrado and Palacio de Marquesa are located in Taos, NM. Each Heritage Hotel donates a percentage of its revenue to cultural causes. The company and its affiliate companies provide over 2,000 jobs in NM. For more information about Heritage Hotels & Resorts, please visit <https://www.hhandr.com/>.