



FOR IMMEDIATE RELEASE

Innovative Food Hall & Market will be First Tenant of The Dayton's Project

Passport Hospitality, an Andrew Zimmern company, will partner on developing an experiential market and food hall at 700 Nicollet Mall

Minneapolis, Minn. December 12, 2017 – Today 601w, United Properties, The Telos Group, and Mid-America Real Estate Group announced the first official tenant of The Dayton's Project: a food market lead by four-time James Beard Award-winning TV personality, chef, writer and teacher, Andrew Zimmern. In partnership with Robert Montwaid, creator and co-founder of [Gansevoort Market](#) in New York City, Zimmern envisions the market to be a mix of well-known food vendors, local treasures, fresh food purveyors, and food makers creating a market that will be the first of its kind in the Twin Cities.

Zimmern, the executive producer, creator and host of Travel Channel's "Bizarre Food" franchise and co-owner of Passport Hospitality and Andrew Zimmern's Canteen, has joined The Dayton's Project team to create new experiences for downtown Minneapolis. The Dayton's Food Hall & Market marks an exciting next step in the evolution of his food empire.

"There is so much energy around this project and this building, that it's a thrill to continue the Dayton's legacy, by contributing innovative ideas around food," said Zimmern. "The Twin Cities food scene is constantly evolving, always exceeding the country's expectations of a Midwestern city, and is a marvelous amalgam of many diverse culinary cultures. This project is a great example of what I think will bring a fresh perspective and authentic cultural influences to a beloved local landmark building."

Zimmern and Montwaid will develop a 40,000-square foot market in The Dayton's Project at 700 Nicollet Mall. The market will be split between the first and lower floors, offering a unique experience for building tenants and downtown workers, residents and visitors. Some of the premium experiences will include traditional food vendors, concierge food services for commercial tenants, a food business incubator, curated entertainment and activations all aimed at making Dayton's Food Hall & Market the gold standard for experiential dining in downtown Minneapolis. Purveyors of fresh meats and seafood, butchers, bakers, and artisanal producers of cheeses and other products will service customers looking

to shop and take away foods, while interacting with the food vendors to offer a food adventure similar to many European food halls and markets.

“We’re proud to announce such an exciting first tenant for this project,” said Tricia Pitchford, Senior Vice President of Leasing for Mid-America Real Estate. “Pulling together a deal as large and iconic as this one demonstrates that the developers of this project can not only envision creative concepts, but also bring them to completion.”

“We are pleased to have Andrew and Robert sign on to the project,” said Keith Ulstad, Senior Vice President of Development for United Properties. “They bring an exciting vision of what the Dayton’s Market can become – a center for the community with terrific local cuisine and great spaces to dine and hang out. Together, they will ensure that we have just the right mix of top-notch food vendors participating in this exciting new offering.”

Zimmern and Montwaid are determined to preserve the essential relationship that all Minnesotans have with this famous space. “This is about creating a world class global food hub in the single best address in the 5-state area. Downtown Minneapolis has been in need of a clubhouse like this, where all are welcome to come enjoy great food, first class amenities and entertainment programming. Minnesotans and our out of town guests will be able to make this a regular stop every day if they choose to, with an ever-changing and diverse menu of offerings,” Zimmern says.

Montwaid, owner of Gansevoort Consulting and co- creator of Gansevoort Market in NYC, currently has 30 thousand square feet in the design/build phase with another 80 thousand square feet under development in three states. His operational expertise and understanding of local markets makes Gansevoort consulting one of the most sought-after market operators in the nation.

“My love of food and gathering places was born from a big family and large family dinners with over 30 people. I’ve always viewed food as a social and familial connector. A place where the love of food could develop and grow lasting memories,” says Montwaid.

The food market is projected to open in mid-2019. For more information on the project, visit www.thedaytonproject.com.

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About Andrew Zimmern

Andrew Zimmern, a four-time James Beard Award-winning TV personality, chef, writer and teacher, is widely regarded as one of the most versatile and knowledgeable personalities in the culinary world. As the creator, EP and host of Travel Channel's *Bizarre Foods* series, Andrew explores cultures in more than 150 countries as he shines the spotlight on impactful ways to think about, create and live with food. The 200th episode of *Bizarre Foods* premiered October 19th, 2015. His newest series *The Zimmern List* will premiere on the Travel Channel in spring 2018. Chef-in-residence and contributing columnist to *Food & Wine* magazine, Andrew has also authored 3 books. He is the co-founder of Andrew Zimmern Canteen, at US Bank Stadium and Target Field in Minneapolis, and Kauffman Field in Kansas City. More at www.andrewzimmern.com.

About 601w Companies

The principals of 601w Companies oversee one of America's leading private real estate acquisition, ownership, development and management portfolios in the country. Over the past 25 years, 601w has acquired many substantial and well-known commercial properties throughout the country, aggregating 50 million square feet, with a collective value in excess of \$8 billion. In relation to these deals, 601w has raised more than \$2 billion in equity, mostly from longstanding investors, and has consummated transactions involving 32 major office buildings, including 13 in Manhattan and 12 in Chicago.

About United Properties

United Properties has been creating deep roots in the commercial real estate industry for 100 years. The company imagines new possibilities in real estate to help strengthen communities and create lasting legacies. The company invests in and develops office, industrial, retail, mixed-use and senior housing properties. United Properties is owned by the Pohlads Companies and is headquartered in Minneapolis, with an office in Denver. United Properties has a long history of investment in Minneapolis, including orchestrating the conversion of a 100-year-old Model T factory into a modern business center, helping to act as a catalyst for further development in Minneapolis' hot North Loop neighborhood.

About The Telos Group

The Telos Group, LLC provides leasing, marketing and strategic consulting to real estate owners nationwide. Telos employs a goal-driven process to create entrepreneurial solutions customized for each assignment. As Chicago's only dedicated owner representation firm, it has been the leader in shaping the evolution of office space for innovative businesses. Telos represents a portfolio of over 27 million square feet encompassing historic to trophy buildings owned by diverse ownership groups, from entrepreneurial investors to international institutions. In addition to the Dayton's Project, Telos projects include the current redevelopments of The Willis Tower in Chicago and the Post Office building in Chicago as well as the recent repositioning of Prudential Plaza in Chicago.

About Mid-America Real Estate – Minnesota, LLC

Mid-America Real Estate – Minnesota LLC is a member of Mid-America Real Estate Group and a ChainLinks affiliate. The company is the Midwest's leading full-service retail real estate organization with offices in Minneapolis, Oakbrook Terrace, Chicago, Milwaukee and Detroit. For more information, call 952.563.6600 or visit www.midamericagr.com.

Interviews available upon request

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