

**North American Properties Announces Partnership with Culinary Experience Company Oz Rey**  
*Oz Rey to curate three food halls for NAP's \$3.8 billion mixed-use development pipeline*

**ATLANTA (Jan. 25, 2019)** – After researching and exploring the country's top 20 food halls, North American Properties (NAP) has selected award-winning team Oz Rey to develop a series of next-gen dining destinations at three mixed-use communities: Colony Square in Midtown Atlanta, Revel in Gwinnett County, Georgia and Riverton in the New York metro area.

Oz Rey's model turns the typical food hall on its head. Founded by career restaurant operators and entrepreneurs, Oz Rey's food halls alleviate the pain points associated with the restaurant business. No more long-term leases, no more operational headaches. Oz Rey empowers chefs to focus on what they do best: make great food.

"We understand firsthand the challenges that come with the restaurant business, which is why we are diverging from the traditional model," said David Goronkin, president of Oz Rey. "Our approach provides chefs with turnkey stalls – a place to master their art and bring unique culinary creations to life. Each stall offers a theatrical experience, with the chefs performing and the spectators savoring the smells, tastes and views. Each unique food hall that we develop fits its environment by providing a tremendous amenity to those who live, work, and play in and around the urban core building or destination location. We can't wait to bring this highly animated food hall environment to NAP's communities."

Oz Rey's proprietary curation process along with its back of the house proprietary technology enabled model allows the food hall to operate like it's one restaurant. Each food hall location is unique with 10-20 local chefs with license agreements replacing long term leases. Additionally, Oz Rey provides exceptional hospitality – including a food hall-wide wait staff – and centralized POS, janitorial and utility services to maximize efficiencies and ensure an elevated experience for their guests and chefs. Oz Rey carefully curates the chef lineup to offer a variety of menus and price points. And, the team works closely with the chefs to build-out and design stalls that best reflect the chef's menu and brand.

Working hand-in-hand with NAP's ExperienceMakers™, Oz Rey will program the food hall space at Colony Square with regular activations, utilizing a proven model developed at its other food halls which feature dynamic event space and staging areas to accommodate an array of entertainment. An active bar scene is also important to Oz Rey's model, as it extends the energy curve past dinner.

"This is not Krog Street Market. This is not Ponce City Market. This is a radical departure from the typical food hall," said Mark Toro, managing partner of NAP. "Oz Rey's model blends seamlessly with our approach of community-building, focusing on hospitality and guest experience by removing the friction associated with other offerings. Oz Rey handles everything

– from greeting guests and bussing tables to booking entertainment and credit card transactions  
– so the chefs can focus on creating incredible culinary experiences for our guests.”

Oz Rey recently celebrated the opening of Finn Hall in Houston, Texas, which has been named by USA Today as one of 2019’s top five [“Best New Food Halls”](#) in the country after only being in operation for a month. The New York Times also recently released its list of global [destinations to visit in 2019](#), which included Houston and featured Finn Hall as one of the state’s newest projects to explore.

The 20,000-square-foot food hall features a stellar culinary mix, including several food truck operators who are bringing their menus to brick and mortar, as well as some of Houston’s favorite restauranteurs such as Levi Goode and Alli Jarrett. The food hall also houses an Art Deco cocktail lounge known as Swallow’s Nest, which is perched above on the mezzanine level. Guests can order from any Food Stall downstairs and a server will bring their dishes to the table for a seamless dining experience.

At Colony Square, the Southeast’s original mixed-use destination at the corner of Peachtree and 14<sup>th</sup> Streets, Oz Rey is going through an extensive branding process to define a dining experience unique to Midtown. The team is also working with architects to design the space to accommodate approximately 15 purveyors in an artful, theatrical environment. The 25,000-square-foot food hall is slated to deliver in 2020 and will serve Midtown’s 20,000 residents, 70,000 office workers, 25,000 college students and 6.1 million annual visitors.

“Since the beginning of time, people have gathered around the table to not only eat, but to exchange ideas and stories and enjoy each other’s company. While each of our food halls will cater to the specific markets they serve, community will be the common denominator,” said Liz Gillespie, partner and vice president of marketing at NAP. “Our ExperienceMakers™ are known for transforming the space between the buildings into energized, human-scale gathering places, and the Oz Rey team will apply this same community-focused strategy to our food halls. For example, at Colony Square’s food hall we are creating an art-infused dining destination that provides Midtown urbanites with everything from a grab and go breakfast before work to afternoon coffee breaks and celebratory happy hours followed by dinner and a night cap after a show.”

In addition to Colony Square, Oz Rey is working with NAP on a 25,000-square-foot food hall at Revel, a \$900 million, 118-acre mixed-use and entertainment destination anchored by Gwinnett County’s Infinite Energy Center. Revel’s food hall is projected to open in 2021 and will serve the 1.2 million guests who currently visit the performance venue annually along with guests of the new mixed-use community.

Oz Rey and NAP are also collaborating to bring a 25,000-square-foot food hall to anchor the 400-plus acre, waterfront mixed-use community Riverton in the New York/New Jersey Metroplex. Riverton’s food hall is expected to open in 2021.

For more information about NAP and to stay updated on food hall announcements, visit [www.naproperties.com](http://www.naproperties.com). To learn about Oz Rey, visit [www.ozrey.com](http://www.ozrey.com).

### **About Oz Rey, LLC**

Oz Rey has created a unique technology platform and financial model for the operation of food halls in premiere locations. This platform allows Oz Rey to provide its landlords and development partners with a unique, hyper-local, future-proof community gathering space which anchor urban core or destination developments. By leasing, designing, upfitting, and operating the entire back of the house at the food hall, Oz Rey is able to invite the best in class local creative chef talent to join in their food halls. OZ Rey can offer successful and up-and-coming chefs- access to premiere space that would otherwise be cost prohibitive while at the same time providing landlords with a single operating tenant as the point of contact. Given Oz Rey's history, the company is able to help chefs design their kitchens, menus, trade-dress, and provide operational and financial advice and support. Oz Rey's chef partners realize increased profits and stability while landlords halo their project or development with a world-class amenity.

### **About North American Properties**

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them. Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the team's \$3.8 billion retail-driven mixed-use development pipeline includes: Colony Square in Midtown Atlanta, Revel in Gwinnett County, Georgia and Riverton in the New York metro area.

### **About Colony Square**

At the corner of Peachtree and 14<sup>th</sup> Streets, Colony Square is not only the heart of Midtown, it's the heart of Atlanta – an original icon at the very center of the ever-rising capital of the modern South. Today, Colony Square is becoming an icon of another kind, bringing the Art of Modern Life to Midtown. Featuring 912,000 square feet of office space, 160,000 square feet of retail space, a 466-room hotel and 262 luxury residences, the reimagined Colony Square will be known as a foodie haven; shopping destination; sophisticated business hub; events destination; and an amenity-rich, arts-infused place to gather with community and soak up Midtown's vibe. Open, walkable and transit-friendly, the reimagined Colony Square, like all great city squares, will be seamlessly connected to the vibrant energy of the streets around it. To learn more, visit [colonysquaremidtown.com](http://colonysquaremidtown.com) and follow [Twitter](#), [Facebook](#) and [Instagram](#).

### **About Revel**

Revel is a \$900 million, 118-acre mixed-use destination in Gwinnett County, Georgia—one of the fastest growing counties in the nation. The newly imagined development is anchored by Infinite Energy Center, a vibrant entertainment venue that attracts 1.2 million visitors annually. Revel features 400,000 square feet of curated shopping, chef-driven dining and entertainment concepts, 900 residences, 750,000 square feet of high-tech workspace, a 4-star hotel and an energizing public realm that embraces over 1,000 annual events. At Revel, great food and great entertainment intersect to turn up the volume and amplify the Gwinnett experience. To learn more, visit [experiencerevel.com](http://experiencerevel.com) and follow Revel on [Facebook](#), [Twitter](#) and [Instagram](#).

### **About Riverton**

Riverton is the largest mixed-use project in New Jersey history. The \$2.5 billion, 400-acre development seamlessly blends 2,000 residences, best-in-class retail and entertainment, 750,000 square feet of high-tech workspace, 700 hotel rooms and highly programmed gathering spaces into a carefully curated, hospitality-infused community. Located along two uninterrupted miles of the Raritan River coastline, Riverton will become a place to experience the best of New Jersey, where land meets water; small-town quaint meets shore-town casual and a mini-metropolis meets mega-town square with spectacular riverside views. Riverton will generate thousands of local jobs and millions of dollars in ongoing tax revenue. To learn more, visit [experienceriverton.com](http://experienceriverton.com) and follow us on [Instagram](#), [Twitter](#) and [Facebook](#).

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