

The Art of Developing, Managing and Operating Diverse Food Destinations

Panelists:

John Wall, Wall Companies

Marshall Nguyen, Wyn Group

Ben Spangler & Gabby Grant, Bebe Zito

Moderator: Bill Wittrock, RSP Architects



MINNESOTA SHOPPING
CENTER ASSOCIATION

Origin of Malcolm Yards

Formerly known as:

The Minnesota Innovation Center
a 65-acre University-related Science Park



Malcolm Yards – The Master Plan



- The Market at Malcolm Yards
- The Station at Malcolm Yards
- The Flats at Malcolm Yards
- The Distillery at Malcolm Yards (OSD)
- The Brewery at Malcolm Yards (Surly)
- And more...

MASTER PLAN CONCEPT



BRAND ANTHEM:

"Malcolm Yards is the public platform for industrial reimagination: drawing on an artful collection of lifestyle experiences that express the soul of neighborhood."

The Food Hall Building

And Champion - Patty Wall





2018



2021

Why are we popular now?

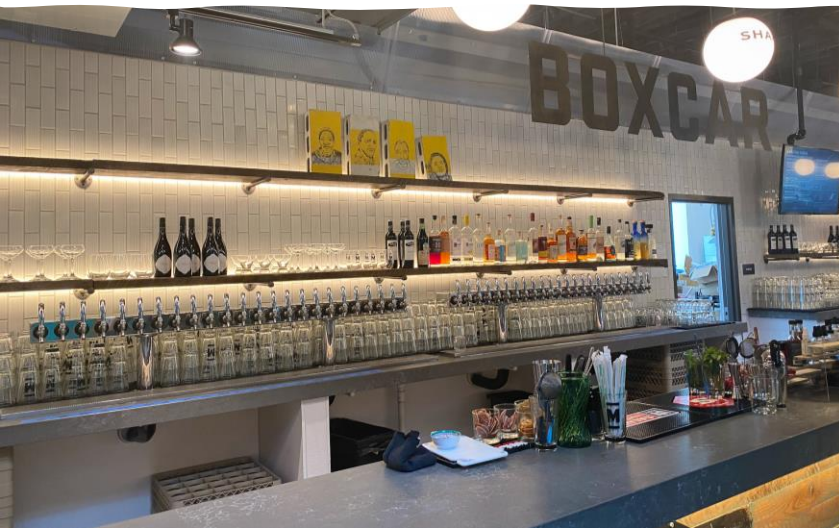
- Great Food & Drinks
- Lots of people
- Interesting Architecture
- Energy
- Sense of Community
- Great Event Venue



10 **USA TODAY**
10Best
READERS' CHOICE
2023



Self Pour Yoga Events Box Car Bar



THE
MARKET
AT MALCOLM YARDS

Three Challenges

- Liquor License Law
- No longer a Picnic
- Operating with Covid



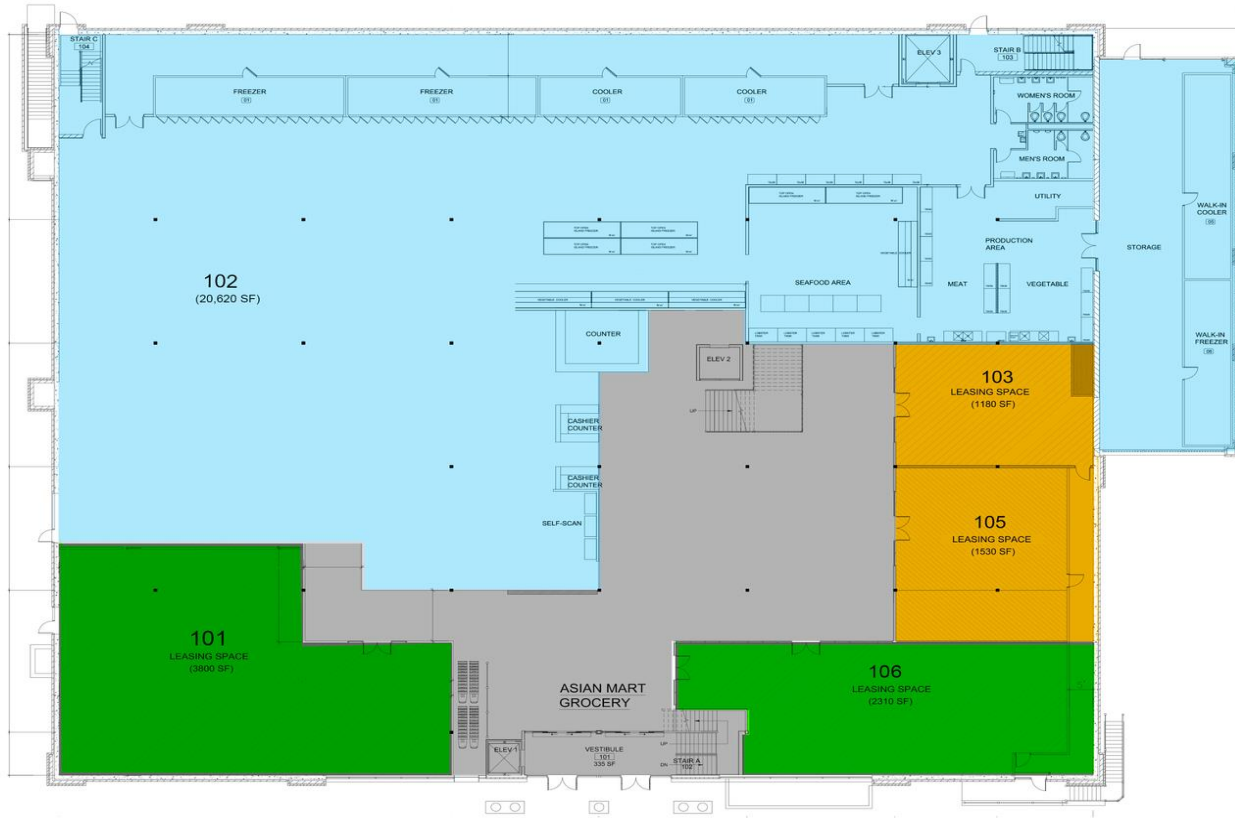
Asia Mall

Eden Prairie, MN



Highlights:

- Former Gander Mountain
- 116,166 SF
- 4.69 Acres
- 3 Levels
- Underground Parking

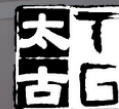


1 FLOOR PLAN - MAIN FLOOR



2 FLOOR PLAN - SECOND FLOOR

Enson Super Market & Ate Ate Ate Food Hall



PACIFICA SQUARE®
A WINDFALL PROPERTY



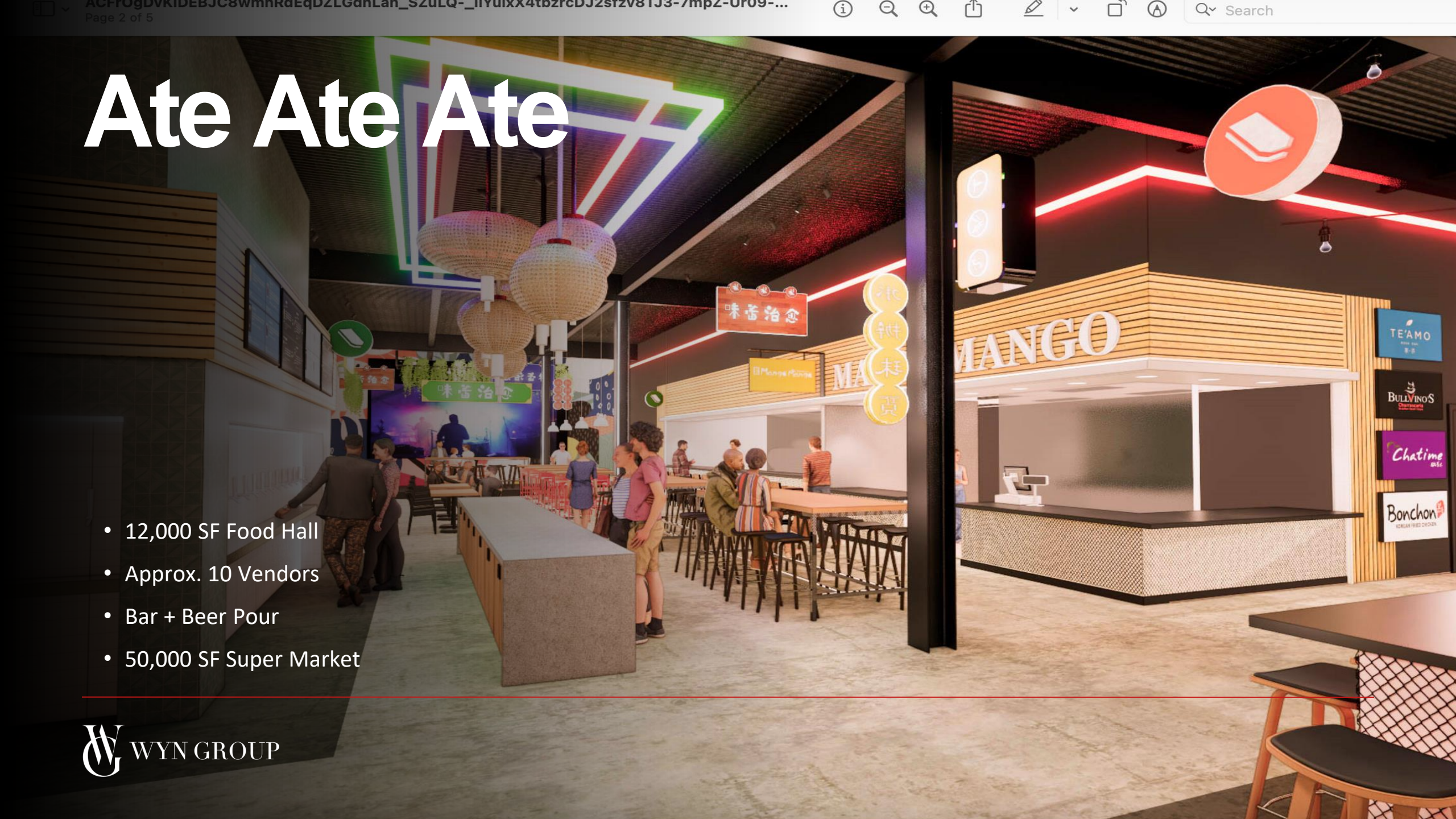
WYN GROUP

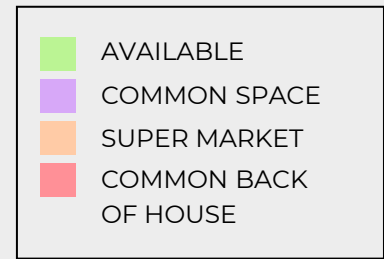
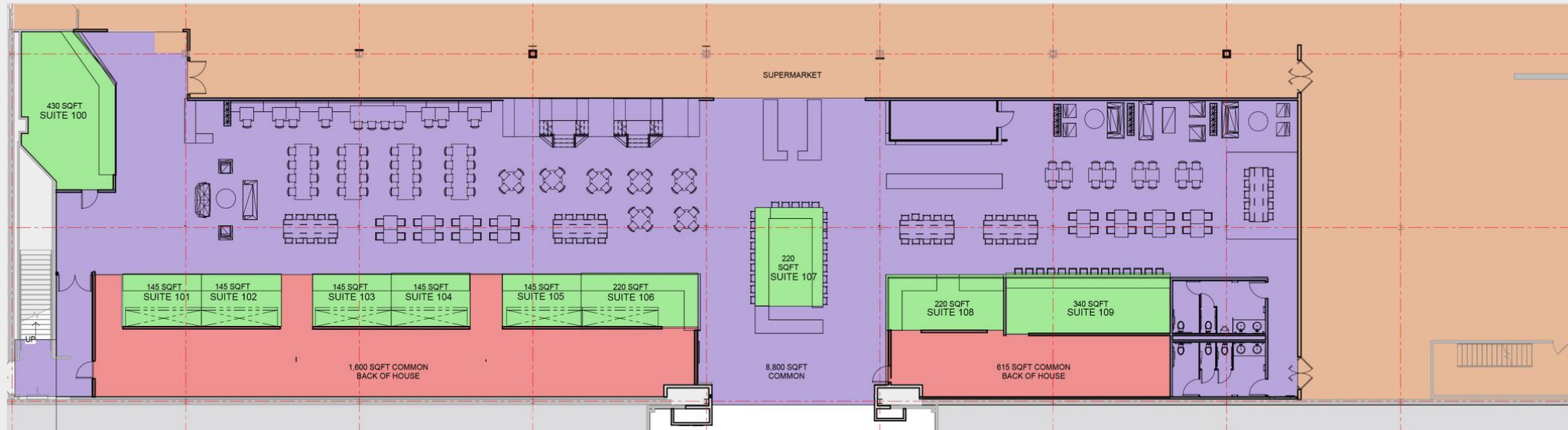


ZSW
Architects

Ate Ate Ate

- 12,000 SF Food Hall
- Approx. 10 Vendors
- Bar + Beer Pour
- 50,000 SF Super Market





How did Bebe Zito start?



What led us to
opening our first
location in a food
hall?



**What did we learn at our first
food hall location?**

**The pros and cons from a
vendor perspective!**



What led us to
open our
second food
hall location?



What have we learned at our second location?

Pros and cons learned from the vendor perspective.



Our Future Plans!



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