

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



Origin of Malcolm Yards

Formerly known as:

The Minnesota Innovation Center

a 65-acre University-related Science Park



The Food Hall Building

And Champion - Patty Wall





2018



2021

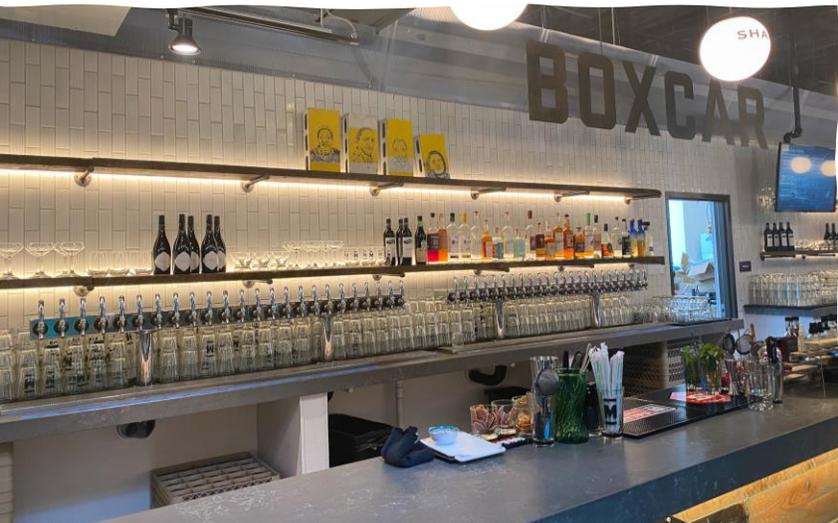
Why are we popular now?

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





Self Pour Yoga Events Box Car Bar



THE
MARKET
AT MALCOLM YARDS

Three Challenges

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

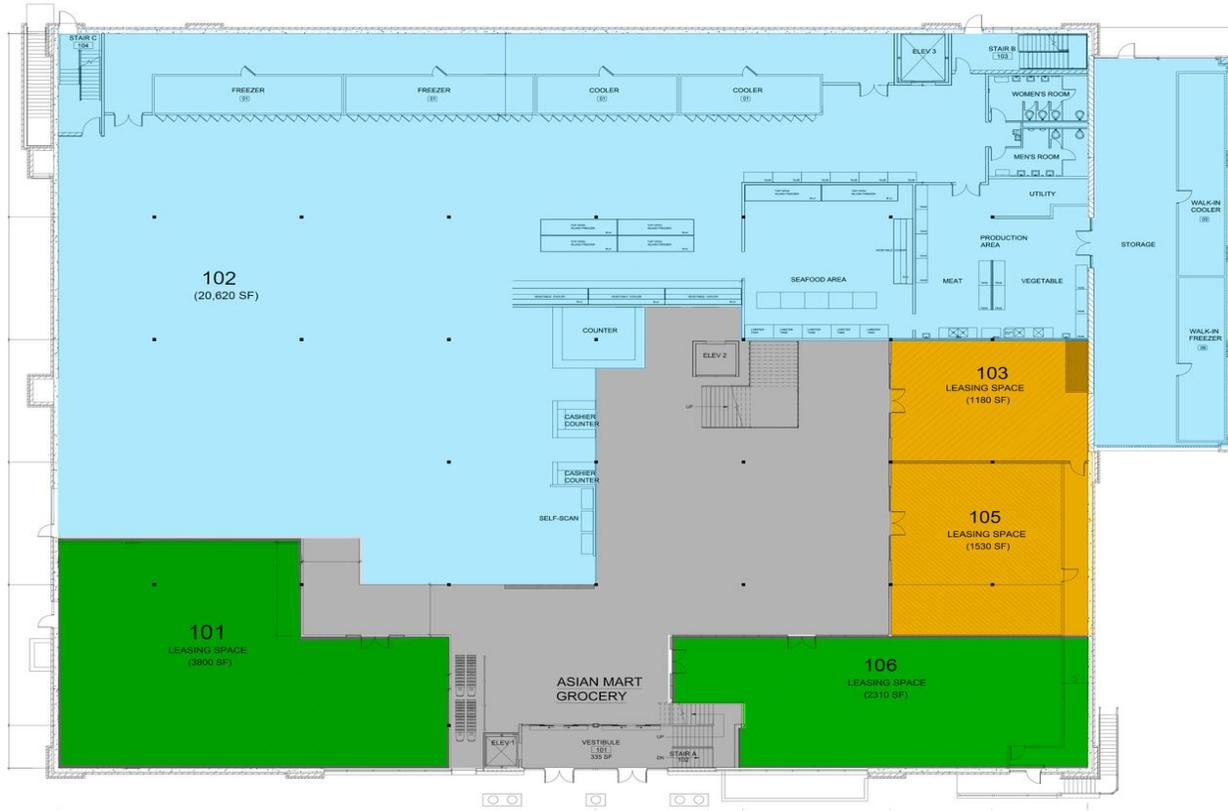


Asia Mall Eden Prairie, MN

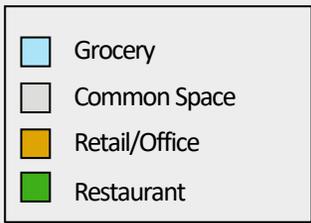


Highlights:

- 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

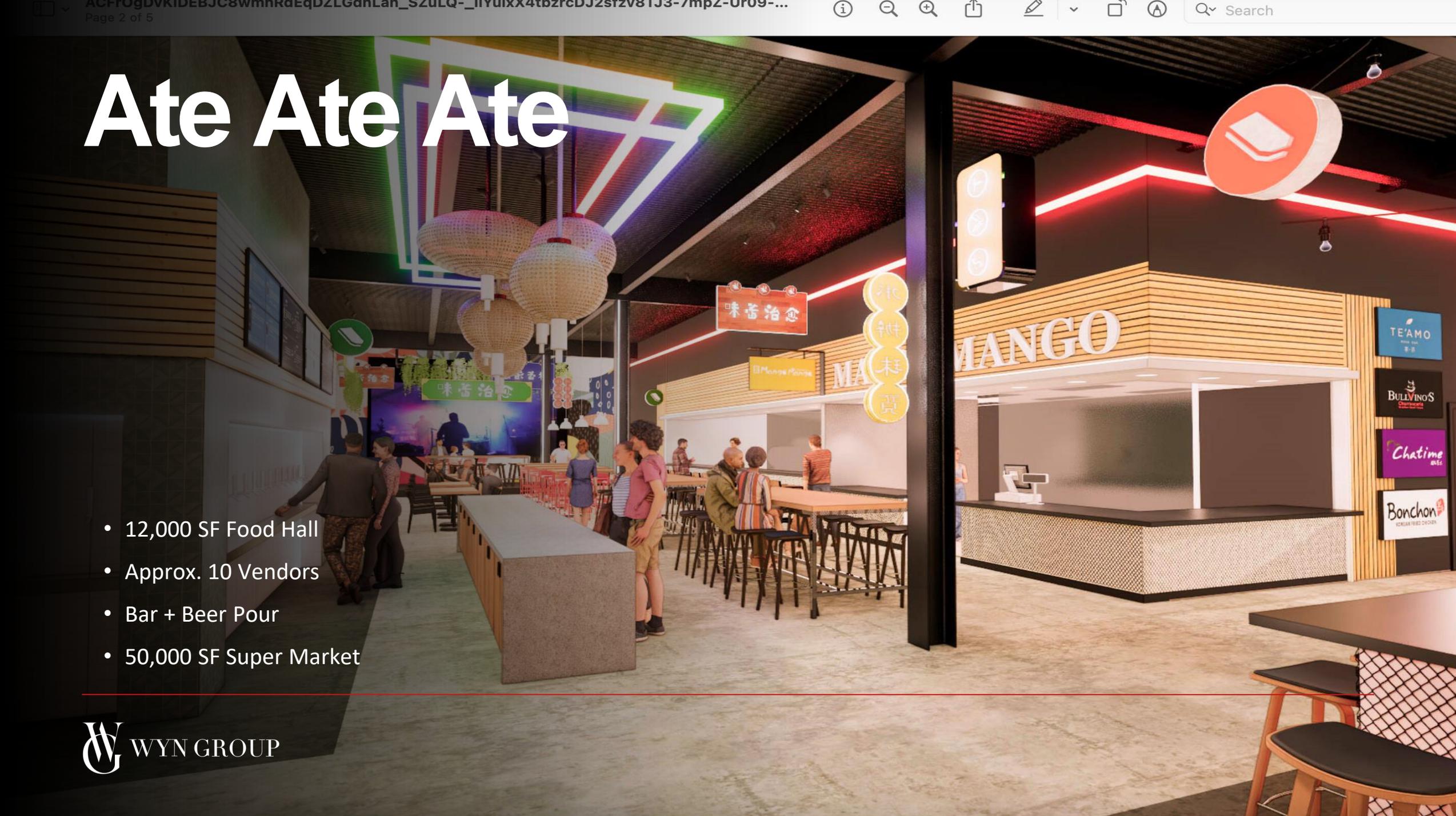


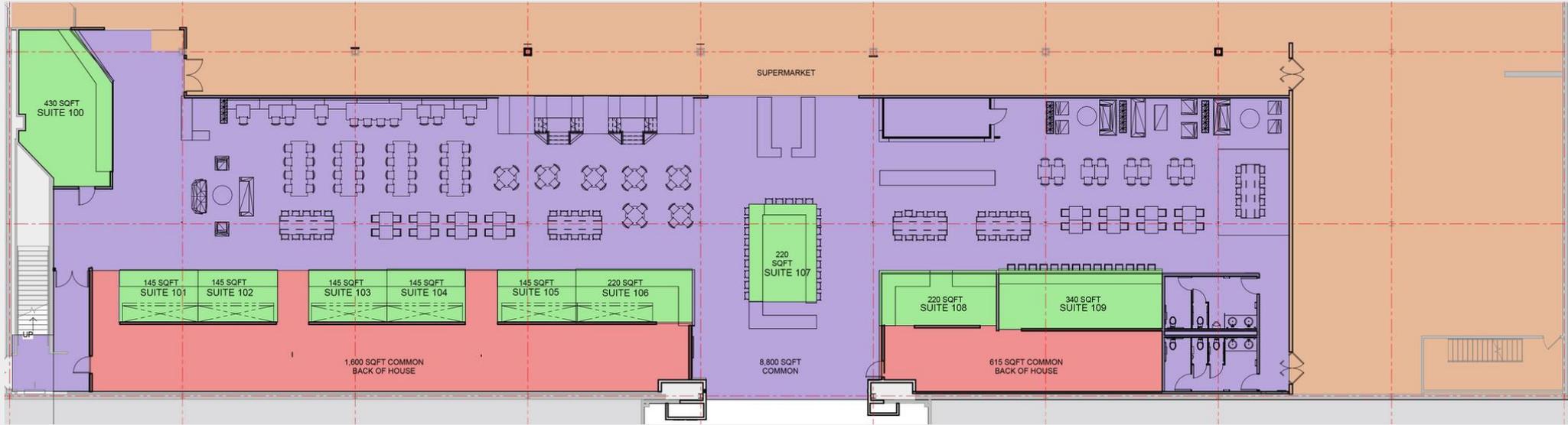
WYN GROUP



Ate Ate Ate

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





■	AVAILABLE
■	COMMON SPACE
■	SUPER MARKET
■	COMMON BACK OF HOUSE



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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