

Heartland Restaurant and Farm Direct Market
Details of Relocation and Expansion

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For immediate release:

While the following is now public knowledge in many quarters, I feel a comprehensive press release clarifying our new project should help to eliminate any questions or misconceptions about our expansion and relocation.

/Twin Cities local food movement leader Heartland Contemporary Midwestern Restaurant will cease operating at its present location on June 13, 2010. It will reopen as //Heartland Restaurant// & Farm Direct Market on //July 15, 2010//, in its new location across the street from the //St. Paul//, //Minnesota// Farmers Market at //289 East Fifth Street// in the Lowertown neighborhood of downtown //St. Paul//

/The new location is in the Market House which was designed by architect J. Walter Stevens and built in 1902. The six story red brick warehouse was commissioned by Ambrose Tighe, a son-in-law of Conrad Gotzian of the Gotzian Shoe Company and called the //Tighe// //Building// at the time of its completion. It was originally constructed as a rental property with considerable unheated space for storage. After housing a variety of tenants including the Cardozo Furniture Company, it was converted to mixed use commercial and residential condominiums in the 1980's./

/Heartland purchased approximately 18,000 square feet of commercial space on the concourse and first floor levels. The concourse will house Heartland's primary storage facilities and walk in coolers. The largest of the coolers will have a display window that will allow patrons to observe meat cutting and charcuterie preparation. Also on the concourse level will be a banquet room capable of seating upwards to 120 guests, more if the common area is utilized, as well as staff facilities, office space, rest rooms and the proposed staging area for a future wholesale distribution operation that will focus on locally grown and produced foods as well as Heartland's own proprietary label products./

/Each of the spaces on the concourse level are connected to corresponding spaces above on the first floor through internal staircases as well as to the larger atrium via elevator access./

/The first floor is comprised of a large atrium space that rises six stories to the rooftop skylight. The atrium will house Heartland's display kitchen as well as the lounge and bar with seating for 60 guests. In addition, there will be three chef's tables situated on balconies overlooking the concourse below and positioned directly across from the cooking line. Each table can accommodate up to six guests and may be booked separately or as a group for up to eighteen guests.

Also on the first floor will be an additional banquet room that can seat up to 80 guests and the main dining room with seating for at least 80. A year round farm direct market will feature locally and sustainably produced meat, fish, dairy, cheese, produce, grocery and floral including some products which will bear Heartland's own proprietary label as well as a fully stocked deli and bakery with house-made charcuterie, breads and pastries. Additional office space that includes fully equipped, high tech meeting rooms available for small groups of ten to twelve guests is also located on the first floor./

/Hours of operation are still being determined, but preliminary plans call for brunch service on Saturdays and Sundays while the Farmers Market is in session, counter service in the market during breakfast and lunch hours seven days a week and nightly dinner service beginning at 5:00 PM./

/Husband and wife team of General Manager/Sommelier/Partner Mega Hoehn and James Beard Foundation Award nominee Executive Chef/Partner //Lenny Russo// will continue to provide on site leadership while Heartland's practice of providing daily evolving menus based upon the generous larder of locally sourced and produced foods will go unchanged./

/Since the architecture provides such stunning interior spaces with floor to ceiling windows and a soaring atrium, décor elements and additions will be relatively subtle and designed to enhance rather than transform the environment. Expect to see some strategic lighting enhancements as well as a judicious use of fabrics, tile, stone and wood in softer tones of silver, blue, beige and orange. Shea Architects of //Minneapolis// is assisting in the design./

/The new location is quite easily accessible from all major roads leading into and out of the Twin Cities. Valet service will be provided during dinner hours, and plans are underway to arrange for shuttle service to downtown theater venues. Parcel pick up for the market will be available on the east side of the building in front of the //North Broadway Street// entrance to the Market House. In addition, Heartland will be just two blocks from the Union Depot train station which will serve as the terminus of the new light rail line connecting //Minneapolis// to //St. Paul// scheduled to begin service in 2014. The Union Depot is also the site for the proposed high speed rail line connecting the Twin Cities to //Chicago// and //Wisconsin//. A new baseball stadium and municipal park that will be the future home of the St. Paul Saints has been proposed for the area directly east of the Market House./

///5/12/10// /