

# All-local produce market will anchor 12<sup>th</sup> & Paris project

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The new 12<sup>th</sup> & Paris development in the 12South neighborhood is poised to become a food destination that will include a small market specializing in local, seasonal produce.

The first new food attraction is Las Paletas, the local purveyor of Mexican-style frozen treats on a stick, which is expected to move into the mixed-use 12<sup>th</sup> & Paris development as early as this week. And sometime in January, the owners of 12South coffeehouse Frothy Monkey are opening a burger place in the new development.

Most recently announced is Greenlight Market/Deli, a small shop offering local, seasonal produce and meat along with fresh prepared foods and advice to help neighbors learn to cook affordable gourmet meals. Jim Massey, an owner of both the 12<sup>th</sup> & Paris development and the Greenlight business, is particularly passionate about the market concept.

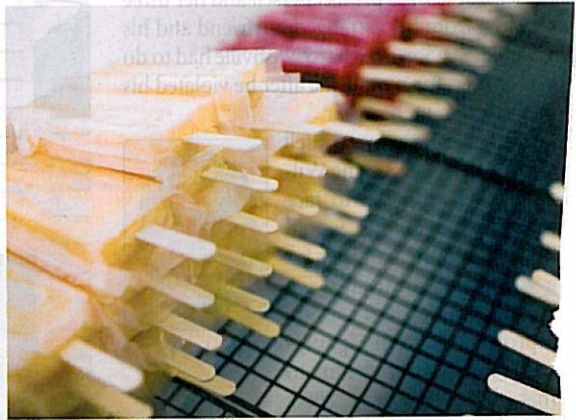
"The focus is going to be all local products," said Massey, who describes himself as a "futurist" and is an ardent advocate of Tennessee's agricultural heritage. "The market will have just a small footprint, in the tradition of pedestrian markets of Europe." He expects it to open in February.

Because all the food is local, "every dollar spent stays in the local economy," Massey said. "We're not a market where you'll get dishwashing liquid or cucumbers all year long. Because we're seasonal, and not carrying everything, we can do it in a small space."

Another partner in Greenlight is a veteran chef Massey declined to name just yet, saying only that the chef has "decades of experience." The chef will develop prepared foods for customers in search of quick meals to go, along with Greenlight's own line of products such as jams, jellies and sauces. The chef also will be on hand in the market to help customers learn tasty ways to use the local produce and meat.

"We want to make participating in local agriculture easy," Massey said.

The market won't have any seating, but in nice weather customers will be able to walk across the street to Sevier Park and eat their purchases al fresco.



The 12<sup>th</sup> & Paris development is amassing a diverse collection of locally bred food businesses with plans to make participating in local agriculture easy.

Meanwhile, sisters Irma and Norma Paz will soon be selling their popular paletas in a new space in 12<sup>th</sup> & Paris. Irma Paz said they enjoyed their years in the Cypress Building next door, but the new development offered a space more suitable for their business. Las Paletas sells frozen treats made from fresh fruit, exotic ingredients like cucumber and avocado, along with creamy versions with ingredients like chocolate and caramel.

Customers may appreciate the fact that Las Paletas will be more visible from 12<sup>th</sup> Avenue and will actually face the sidewalk (parking is in the back). The old store will continue to operate until the new space opens as early as this week.

Frothy Monkey's new restaurant is Burger Up, which will fill the corner space at 12<sup>th</sup> & Paris. Owner Miranda Whitcomb says her new venture should open around the middle of January. **FP**