

Burger Up ready to open in 12th & Paris

Two Moon Gallery, Las Paletas, Oxford Architecture have moved in

By Nancy DeVille • THE TENNESSEAN • March 29, 2010

The economy may have delayed the restaurant's opening a few months, but owner Miranda Whitcomb-Pontes believes the wait will be worth it.

Burger Up, the anchor tenant in the **12th & Paris** mixed-use project, will feature a variety of burgers, from beef and turkey to veggie and vegan.

The menu will also offer duck, lamb or black bean quinoa burgers along with trout, shrimp, crab cake and oyster po' boys, and the restaurant will include a full bar.

Whitcomb-Pontes said the all-natural and healthy burgers will draw diners to the restaurant, at the corner of 12th and Paris avenues.

"It's the right timing," she said of the restaurant, which is scheduled to open next week.

"People are becoming more thoughtful of how they live, eat and feed their families. It's an opportunity to share an alternative way of eating with a community that will embrace it."

The eatery was originally planned to open in December, but securing financing for a restaurant in one of the worst economic downturns in decades was a setback, she said.

Burger Up joins **Two Moon Gallery**, **Las Paletas** and **Oxford Architecture**, which have already made their home in the development.

Las Paletas, known for gourmet popsicles, moved steps away from its debut location. Owners say the possibility of one day buying the space in the 12th & Paris project was very appealing.

"For us it was a financial decision and our customers are still familiar with the area," said Irma Paz-Bernstein, who owns the shop with her sister, Norma Paz. "We've been open since December and for us, it has worked out quite lovely. Our customers have made an effort to come and find us."

The Green Light Organic Market, with plans to come on board next month, will carry organic fruits, vegetables, and meat from local farms.

The market will also feature prepared foods including soups and sandwiches. And Practical Massage Therapy, which offers therapeutic massage, bodywork, and yoga, is relocating from Belmont Boulevard to 12th & Paris in May.

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