



MEDIA ALERT...

April 6, 2014

**KROG STREET MARKET IS BRINGING CLEAN EATS TO INMAN PARK**  
*Announcing the Newest Addition to Atlanta's Favorite "Food Hall" – Urban pL8*

**ATLANTA:** Chef Betsy Pitts and the team at Urban pL8 will be bringing health-conscious new American food to the **Krog Street Market** mix later this Fall. Focused on affordable, clean, and healthy cuisine, Urban pL8 will offer a wide variety of prepared meals in addition to their popular Paleo offerings.

**KSM** has quickly evolved to become a favorite destination among Atlantans and out-of-town visitors. With new market stalls and restaurants opening up throughout 2015, the Market is excited to continue their progress by announcing additional tenants that are slated to join the Market family. "We are looking forward to offering the convenience of prepared meals to our Market-goers with this latest tenant announcement," said George Banks, Paces Properties. "Urban pL8 will be a welcome addition to our growing tenant mix and we feel their overall model is a great concept to bring to Inman Park and helps us continue to round out our market offerings."



Invested in the Atlanta culinary industry for many years, Chef Betsy Pitts, has had the opportunity to work with many great talents, including Jean Banchett, Anne Quatrano and Clifford Harrison. Having opened Urban pL8 in 2009, she was inspired by her involvement in CrossFit and the Paleo lifestyle. Urban pL8 quickly evolved and Pitts started a meal delivery service, Paleo 2 Go to make healthy cuisine easily accessible to all. Over the past five years, both ventures have collected more than 400 recipes that she is now sharing with the community by making them available online and soon at **KSM**.

"We love the space at **Krog Street Market** and when we walked in and saw many of our old customers, we knew it was the right fit," said Pitts, Chef and Owner. "It is the perfect location for us and a great next chapter lies ahead."

Urban pL8's new home will be a 420 square foot market stall located across from Yalla and GCBBQ. Place Maker Design have been secured to lay out the initial plans and designer Jennifer Healy of JHealy Interiors will complete the design. For more information on Urban pL8, visit [www.urbanpl8.com](http://www.urbanpl8.com).

**Join our conversation:**

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**ABOUT KROG STREET MARKET:** *Krog Street Market* is a destination for Atlanta's intown culture - those who are always searching for unique, specialty creations. **KSM** was designed to be as authentic as the 1920's warehouse it's built into. As such, **KSM's** patrons are presented with an unparalleled destination for an expansive selection of produce, goods and prepared foods, all under one roof. Featuring a handful of locally-grown restaurants complementing 20-24 Market Stalls, **KSM** offers merchants & vendors that truly unique selling venue in the heart of Inman Park. [www.KrogStreetMarket.com](http://www.KrogStreetMarket.com).

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