

ATLANTA DAIRIES

PHOTO ALERT...

April 18, 2019

FIRST TENANT AT ATLANTA DAIRIES NOW OPEN *Industry Pioneer, Dairies Coffeehouse & Cold Brew Bar, Opens On Memorial Drive*



Designed by premier New York-based architecture and interior design firm, AvroKO, the 2,000 SF cold brew bar space will emulate the countries its coffee and tea originate in, as well as the farmers who cultivate each cup.

ATLANTA: Located just off the Atlanta BeltLine, the new urban renewal project from [Paces Properties](#), [Atlanta Dairies](#), is transforming Reynoldstown and serves as a new center of gravity for Atlanta's Eastside neighborhoods. With its first tenant, [Dairies Coffeehouse & Cold Brew Bar](#) from THRIVE Farmers, now open, Memorial Drive's revitalization continues to flourish.

Expected to radically redefine the traditional coffeehouse experience, Dairies Coffeehouse & Cold Brew Bar owner Michael Jones and General Manager Bill Hogan sought to bring a one-of-a-kind cold brew bar to Atlanta, featuring a refreshingly unconventional approach to coffee, nitro and sparkling teas on tap. With a drive to disrupt the hospitality industry for the good of others, the Cold Brew Bar's hope is to inspire its neighbors to create positive change in the world while receiving a new level of satisfaction in how they spend their time and money, providing a quality coffeehouse at the center of it all.

"We listened to the voice of those we're serving to create an innovative gathering place that blends clean, hand-crafted cuisine with high-quality coffee, cold-brew, premium loose-leaf teas and more — items that don't usually coexist," said Michael Jones, founder of The Dairies Coffeehouse & Cold Brew Bar. "We think it's time to redefine the coffeehouse experience, from the level of service and creative menu items we offer to the design of our space and impact-driven business model."

"We are ecstatic to have Dairies Coffeehouse & Cold Brew Bar as our first tenant to open its doors at Atlanta Dairies," said David Cochran, President and CEO of Paces Properties. "THRIVE Farmers offers a fresh and innovative concept to the now emerging identity for our redevelopment of Atlanta Dairies. We look forward to Dairies Cold Brew Bar being an inviting community hub for the Reynoldstown neighborhood and beyond."

At the heart of the coffeehouse will be their staple, 14-tap cold brew bar. With rotating specials and 14 custom beverage blends available regularly, the cold brew bar concept is unparalleled, elevating your coffeehouse experience. The coffeehouse will also host a large selection of one-of-a-kind spins on classic beverages and special finds like handcrafted mocktails, milkshakes and calorie-conscious frappes.

Also serving as Executive Chef, Bill Hogan will introduce a chef-curated menu rich with clean eating options. The coffeehouse café will offer artisan dishes spanning breakfast, lunch, and dinner built from a farmer-focused foundation that encompasses high-quality ingredients in honor of their origins. From matcha smoothie bowls and oolong tea smoked salmon with crème fraîche to a curry kale bowl with tri-color quinoa and Korean pork sliders, the menu will offer diners extensive options. Coffeehouse hours are Sunday through Thursday from 6:30am to 10pm and Friday through Saturday from 6:30am to 11pm.

The next set of tenants to open at Atlanta Dairies will have rolling openings beginning late summer 2019. The mixed-use development will have a curated mix of live music, restaurant, retail, and office space, creating a vibrant hub for Atlanta's Eastside neighbors, visitors, and beyond. Atlanta Dairies will be open for the community to explore seven days and nights a week. Previously announced tenants include Wonderkid, a diner concept created by King of Pops and Big Citizen – the guys behind The Lawrence, Bon Ton, and Miracle Atlanta; The Eastern, a live music venue by AEG and Zero Mile Presents; Three Taverns Imaginarium, an extension of Decatur's Three Taverns Brewery that will be equal parts laboratory, brewery, and tasting room; and Collier's from the team behind The Merchant, Archer Paper Co., Read Shop and Collier Candy Company. Additional tenants will be announced in the coming months.

About Paces Properties:

Paces Properties is an evolving partnership originally founded in 1972. Paces specializes in the development, management, and leasing of multifamily residential communities and specialty retail centers. The mission of the company, which has served to be a solid foundation through the real estate cycles of the last forty years, is: A commitment to creating distinctive, inspiring & well-crafted environments to live, work & shop. Paces is a well-capitalized company with a proven entrepreneurial spirit and excellent track record. Paces and its principals have been involved in the development, management, and construction of over 5,000 residential units and a million square feet of retail and office. Projects include; Krog Street Market, Larkin on Memorial, Stove Works, The Office Apartments, Vinings Jubilee and Optimist Hall in Charlotte. Visit: pacesproperties.com.

About Dairies Coffeehouse & Cold Brew Bar:

The Dairies Coffeehouse & Cold Brew Bar is a gathering place that's redefining the coffeehouse experience. Located at the historic Atlanta Dairies, its 14-tap cold brew bar serves made-in-house beverages with quality ingredients and novel flavors that honor the concept's farmer-focused origins. With clean, artisan dishes spanning breakfast, lunch and dinner, the conscious coffeehouse offers fresh, hand-crafted food and beverages with empathy and edge. For more information on The Dairies Coffeehouse & Cold Brew Bar, visit www.coldbrewbar.com.

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