



MEDIA ALERT...

August 21, 2020

MISSION + MARKET LAUNCHES ASIAN POP, A POP-UP TAKEOUT EXPERIENCE

Now Available for Lunch + Dinner Monday Through Saturday

ATLANTA: For Atlantans, Buckhead-based [Mission + Market](#) has become a go-to favorite since its inception in Spring 2018. Now, Atlanta mainstay and Executive Chef Ian Winslade is giving patrons more to savor with a “To Go” pop-up, called [Asian POP](#), only offered through delivery and takeout.

Specializing in comforting Asian food featuring fresh flavors with Chinese and Thai influences, the budget-friendly Asian pop-up will be offered over the next couple of months with menu items ranging from \$3-\$15. The Asian POP menu is limited but packed full of flavor. Menu items include Honey Garlic Chicken with snow peas, carrots and scallions; Teriyaki Beef Tenderloin with mixed vegetables; Hanoi-Style Seared Salmon with yellow Thai Curry peanut sauce; Jumbo Lump Crab Curry with bean sprouts, vegetables, and rice noodles; Sesame Pot Stickers with chicken and citrus soy sauce; Crunchy Lettuces with shredded carrots and spicy peanut dressing; and more.

Winslade, who is also a partner in Mission + Market, is excited to launch a pop-up inside the restaurant and experiment, recipe test, and explore his favorite cuisines and flavor profiles while also doing market research. “Before COVID hit, we were looking at opening new concepts and actively reviewing locations for future projects. While those ideas have been put on hold temporarily, this is a moment in time where all rules are off. Right now, we have the perfect opportunity to innovate and do things differently while navigating COVID curveballs. I’m passionate about this cuisine and these flavor profiles, as they always have provided comfort to me...and who doesn’t need a little comfort right now.”

Asian POP by Mission + Market photography, full menu, and interviews with Executive Chef Ian Winslade are available.

WHAT: Asian POP by Mission + Market is now open and operating via delivery and takeout only.

HOW: Orders can be placed three ways:

1. Order by calling Mission + Market at 404-948-2927.
2. Order through Mission + Market’s website.
3. Order via third party delivery, including Uber Eats, Grubhub, and DoorDash.

WHEN: Monday – Thursday: 11:30am – 8:30pm | Friday: 11:30am – 9:00pm | Saturday: 4:00pm – 9:00pm

WHERE: 3550 Lenox Road NE, Suite 550, Atlanta, GA 30326

WEBSITE: www.missionandmarketatl.com OR www.instagram.com/asianpopbymm

About Mission + Market: Created by Chef Ian Winslade and Jonathan Akly and designed by Restaurants Consulting Group, Mission + Market is the product of more than 25 years of globally influenced culinary experience. The contemporary American eatery places a vibrant, inspired menu at diner’s fingertips inside the more than 5,300 square feet of space. Featuring a bar and lounge area, a large dining space accommodating upwards of 140 guests, a private chef’s counter, and an expansive outside wrap around patio allowing for 130 more diners, Buckhead’s newest hot spot offers an original menu that will challenge taste buds with unexpected yet enchanting flavors. In addition to the large restaurant and bar areas, a large private room is available for special occasions and private events. Located at the corner of Georgia 400 and Lenox Road in the Buckhead mixed-use development, Three Alliance Center. For more information about Mission + Market, visit www.missionandmarketatl.com.

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