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Bayer Properties Brings Artisan Food Hall to Lexington, Ky.
The Deauville Food Hall to be a focal point of The Summit at Fritz Farm

BIRMINGHAM, Ala./LEXINGTON, Ky., March 11, 2016 — Bayer Properties announced today that The Summit at Fritz Farm -- a contemporary mixed-use development in Lexington, Ky. centered on the pedestrian experience -- will house the first artisan food hall concept in the region. Named the Deauville Food Hall, it will showcase an exciting collection of small restaurant concepts from an array of accomplished local restaurateurs and serve as a tribute to Kentucky products and culinary traditions as well as Lexington's growing status as an ambitious food city.

The Deauville Food Hall will include eight to nine food and beverage concepts and incorporate architectural elements from the original tobacco barns on Fritz Farm, as well as a richly landscaped outdoor terrace conceived by local garden designer Jon Carloftis. The food hall will frequently host events and live entertainment and function as an important social and cultural hub for The Summit.

"There is an artisan food hall movement taking place across the country for good reason," said Jeffrey Bayer, president & CEO of Bayer Properties. "A well done food hall delivers excitement, a feeling of community, and a unique taste of local culture, and we expect the Deauville Food Hall to be a central contributor to The Summit's overall role as Lexington's premier gathering place."

"We believe the Deauville Food Hall will find a special place inside Lexington's food and restaurant culture," said Tristan Simon, food and beverage partner. "We've been delighted by the Lexington restaurant community's outpouring of interest in joining and shaping the project."

Local eateries already committed to The Deauville Food Hall include Crank & Boom Craft Ice Cream, a small-batch artisan ice cream maker employing locally sourced ingredients, and an offshoot of the popular Athenian Grill.

Ilias Pappas, owner and executive chef of Athenian Grill, said, "When we heard that an artisan food hall was coming to The Summit at Fritz Farm, we knew it was the perfect place to open our next location and showcase authentic Greek street food in that part of the city. We are excited about the group of local culinary professionals that are coming together around this project and believe that together we will bring something completely new to Lexington's robust food scene."

In addition to the food hall, The Summit will include many national and regional retail brands debuting in Kentucky for the first time, a variety of chef-driven restaurants including one from famed Lexington restaurateur Ouita Michel, creative office space, condo quality apartments, and an independent boutique hotel. The Summit will open in March 2017.

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