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Hollywood Feed Expands into Kentucky with The Summit at Fritz Farm

Holistic pet store joins more than 70 retailers and restaurants, 20 of which are new-to-market at the premier, mixed-use development

LEXINGTON, Ky./BIRMINGHAM, Ala. (Sept. 28, 2016) — Hollywood Feed, a natural and holistic pet food and product retail store, has announced plans for its first Kentucky store at The Summit at Fritz Farm, opening in spring 2017. In addition to Hollywood Feed, more than 70 shops and restaurants, 20 of which are new-to-market, are slated for the \$156 million mixed-use development, located in the heart of Lexington, Kentucky.

Hollywood Feed offers a wide selection of natural, healthy pet food and treats, as well as its very own "Mississippi Made" line of pet products including dog beds, collars, leashes and accessories. With a strong focus on customer service, the sales associates go through more than 40 hours of training every year on various product lines and pet-related topics to help customers make informed decisions. The Memphis, Tennessee-based retailer is rapidly expanding throughout the Southeast, with more than 47 stores in Tennessee, Alabama, Arkansas, Mississippi, Texas and now Kentucky. Hollywood Feed also recently opened a pet bakery in Memphis run by a classically trained pastry chef and will soon have treats from the bakery for sale at their stores.

"We are aiming to bring best-in-class retailers to The Summit at Fritz Farm, and Hollywood Feed is leading the industry in the holistic pet market," said Lindsay Bayer-Shipp, retail brand strategist for Bayer Properties. "The Summit at Fritz Farm will be a pet-friendly property filled with events like Fido Fest, a celebration for dog-lovers and their furry friends, and Yappy Hours, so Hollywood Feed is a perfect fit for this location. Furthermore, we are excited for the addition of tenants like Hollywood Feed, which will bring customers on-site many times throughout the year."

"Hollywood Feed creates products for pet owners who care not only about what's in their pet's food, treats and products, but also where it is made and how it is sourced," said company president Shawn McGhee. "We are excited about being at The Summit at Fritz Farm because it is a pet-friendly environment with lots of open spaces for visitors to mingle, in addition to being filled by other quality, like-minded retailers."

In addition to Hollywood Feed, The Summit at Fritz Farm will offer a collection of more than 75 restaurants and shops, including first-to-market brands such as Bonobos, Scout & Molly's, CosBar, Shake Shack and Kendra Scott. The property will also include the first food hall concept in the region, luxury apartments, modern, build-to-suit office space, as well as green space for mingling and gathering.

About Hollywood Feed:

Hollywood Feed offers a wide selection of natural and holistic pet food and products, and supports local rescues through regular pet adoption and community events. Hollywood Feed serves customers in more than 47 stores across the Southeast in Tennessee, Alabama, Arkansas, Mississippi, and Texas. For more information, visit www.hollywoodfeed.com.

About The Summit at Fritz Farm

The Summit at Fritz Farm is a \$156-million mixed-use development located in Lexington, Kentucky, at the crossroads of Nicholasville Road and Man 'O War Boulevard. Once complete, the property will include 1 million square feet of retail, 306 luxuryd apartments, an approximate 125-guestroom fashion inspired boutique hotel and 48,000 square feet of modern, build-to-suit office space, as well as green space for mingling and gathering. The regional shopping destination will offer a collection of more than 75 restaurants and shops, including local favorites like Morton James, and first-to-market brands such as Bonobos, Shake Shack, CosBar and Kendra Scott, among others. The Summit at Fritz Farm will also be home to Honeywood, a new concept from six-time James Beard nominee Quita Michel, as well as The Barn, the first food hall concept in the region which 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. Phase I will open in the spring of 2017. For information, follow The Summit at Fritz Farm on [Facebook](#) and [Instagram](#), or visit summitatfritzfarm.com.

About Bayer Properties

Birmingham, Alabama-based Bayer Properties LLC specializes in developing, leasing, managing and marketing mixed-use real estate properties nationwide. Bayer Properties currently owns and/or operates retail and office properties totaling approximately 10 million square feet, including The Summit in Birmingham, Alabama, the Mount Pleasant Towne Centre in Mount Pleasant, South Carolina, and The Summit in Reno, Nevada. New developments include The Pizitz Building urban revitalization project in Birmingham, Alabama, and The Summit at Fritz Farm, a mixed-use project in Lexington, Kentucky. For more information, visit bayerproperties.com.

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