



For More Information, Contact:
Tamera Hanson, Orchestrate Management
515.331.1753 ext. 1003
Mobile 515.210.7009
thanson@orchestrate-mgmt.com

Fact Sheet



Location

At 2002 Woodland Avenue at the intersection of Martin Luther King Jr. Parkway in downtown Des Moines; the previous location of Metro Market.

Concept

Gateway Market is a European-style market that offers customers the finest foods and service with a focus on products from local and international food artisans. Gateway Market also includes a 120 seat café that is open seven days a week offering breakfast, lunch, dinner and food to go. Culinary classes, recipe cards, wine events, food tastings and educational newsletters are also a part of the services offered to customers.



South Union Bakery: The Bakery has relocated its operations to the lower level of Gateway Market, which provides the bakery to double their production and offer many new bread varieties.

Website: www.gatewaymarket.com

Vendors: Over 200 vendors are represented at Gateway Market; a typical grocery store presents fewer than 100 vendors. This represents the diversity of the food products offered at Gateway.

Completion Date

Gateway Market is expected to open April 24, 2007

Hours of Operation: Open Seven Days a Week: Monday-Friday 6 am- 9pm; Saturday & Sunday 8 am- 9pm

p. 2 of Gateway Fact Sheet

The 18,000 square foot food market and café will feature the following:

- Gourmet specialty food products
- Artisan bread & pastries: fresh from South Union Bakery; offering over 12 different breads
- Fresh meats—featuring Niman Ranch and natural Iowa products
- Jet-fresh seafood, house made sushi & naturally raised rotisserie chicken
- Cheese & olive bar
- 120 seat Café open for breakfast, lunch & dinner from 6 am to 9 pm offering: frittatas & breakfast sandwiches; fresh salads and salad bar; grilled panini & artisan bread sandwiches; pizza & pasta; daily seasonal entrees
- Interactive food and educational experience with culinary classes, tastings, & wine events
- Full service catering and delivery
- Office Box Lunches and Breakfast with online ordering and delivery service
- George Formaro Chef Crafted Entrees to Go: prepared salads, entrees & take-out meals
- Expert Wine & Beer Shop
- Gift Baskets & Gift Cards
- Connoisseur coffee bar
- Abundant parking and convenient location

Address/Phone: 2002 Woodland Avenue, Des Moines, Iowa 50312; 515.243-1754

Number of Employees: 90 employees (11 of the 90 for South Union Bakery)

Anticipated Daily Traffic: 700 shoppers & diners per day

Delivery Vans: Two 2006 Chevy Uplanders with applied graphics

Gateway Market Art: Local artist, Courtney Work was commissioned to produce over 35 original acrylic paintings for use in print communications, signage, gifts and website.

Concept & Design: The late Marve Cooper, the creative genius behind national restaurant designs such as Panera Bread, various Lettuce Entertain You Restaurants, Giordano's, Potbelly Sandwich Works and numerous other venues was engaged to initial concept work and design direction.

His restaurant work in the Chicago area is legendary, with ventures such as: Nacional 27, Blackhawk Lodge, Spiaggia, Aria in the Fairmont Hotel, Nick & Tony's, Casis, The Mambo Grill, Kinzie Street Chophouse, Fogo De Chao, The Big Downtown in the Palmer House Hilton Hotel, Nick's Fishmarket and many others.

Gateway Market Store Team

Store Director: Eric Rinderknecht

Assistant Director: Troy Bond

Assistant Director: Al Cole

Produce Manager: Matt Crile

Wine Specialist: Phil Borzo

Cheese Specialist: CJ Bienert

Chef/Partner: George Formaro

South Union Bakery Manager: Jeff Thurlow

Director of Catering: Shelia Formaro

Food Consultant & Nutritionist: Jane Hemminger

Gateway Artist: Courtney Work

Management Company: Orchestrate Management & Associates

Developers

Gateway Market is being developed by Orchestrate Management, Ladco Development and Ball Construction Services.

Ladco Development, founded in 2001, is a privately owned company involved in real estate development, investment, land acquisition and property management. Ball Construction Services provides construction management and owner representative services. Both companies are headquartered in West Des Moines at 6601 Westown Parkway, Ste 240. 515.278.8505 www.ladcodevelopment.com or www.ball-construction.com

Orchestrate Management & Associates is a hospitality management company that consults, develops and manages restaurants, hotels and other properties. Their mission is to create a quality hospitality experience for their guests, provide a positive service culture, commitment to brand-building, strive for market innovation and enhance financial performance. Orchestrate Management & Associates client companies include: Centro, South Union Bread Café, Hotel Fort Des Moines, Forty Three Restaurant & Wine Bar, Raccoon River Brewing Company, Hilton Garden Inn Des Moines/Urbandale and other ventures. Orchestrate Management is located at 1000 Walnut Street in downtown Des Moines and can be reached at 515.331.1753 www.orchestrate-mgmt.com

#