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Famed Italian Food/Wine Marketplace Eataly Has Its American Debut Set for the Summer of 2010

By: Perspective NY 2009

The world's largest artisanal Italian food and wine marketplace is coming to the Big Apple. Just two years after its successful debut in Turin, Italy, Eataly has leased over 44,000 SF of prime ground floor, lower level and rooftop space at 200 Fifth Avenue for its flagship New York City marketplace, which is expected to open by next summer.

Eataly will include a premier retail center for Italian delicacies and wine, a culinary educational center, and a diverse slate of boutique eateries. Each retail area will be paired with its own dedicated restaurant, including a wood-fired pizza and pasta bar, a cheese and salami counter, a steak restaurant, a vegetarian restaurant, a crudo and seafood bar, and a classic Italian bar serving gelato, espresso, and wine.

There will also be separate wine shop, bakery and patisserie as well as a 4,500 SF open-air rooftop beer garden serving pizza and sausages.

Owned by L&L Holding Company, LLC, headed by David W. Levinson and Robert Lapidus, the distinctive 850,000 SF Flatiron District building is completing a dramatic \$135 million redevelopment program that includes the restoration of the property's famed landmarked façade along with extensive state-of-the-art infrastructure. This renovation is projected to earn the building a coveted gold LEED certification for environmental considerations.

David C. Berkey of L&L acted in-house for the landlord on Eataly's long-term retail lease transaction while David LaPierre, Paul Amrich and Michael Kadosh of CBRE represented the tenant.

Oscar Farentti, the creator of Eataly, which also operates culinary centers in Milan, Bologna and Daikanyama, Japan, is teaming with Mario Batali, Joe Bastianich and Lidia Matticchio Bastianich of the Batali-Bastianich (B&B) Hospitality Group to bring this upscale marketplace concept to New York.