



**Media Contacts:** Kerry Shelanski, 303-501-0062, [kerry@ks-comm.com](mailto:kerry@ks-comm.com) or  
Dyan Dolfi, 213-739-7985, [dyan@breadandbutterpr.com](mailto:dyan@breadandbutterpr.com)

**FOR IMMEDIATE RELEASE**

**FRESH FOR THE MARKET AT SANTA MONICA PLACE:  
4 NEW PURVEYORS ADD TO UPCOMING FOOD EXPERIENCE**

SANTA MONICA, Calif., Nov. 3, 2010 – Hot, fresh news from The Market at Santa Monica Place: Four new specialty food names are joining the delicious lineup for this highly anticipated, artisanal food experience set to open in spring 2011.

Coming to The Market are second locations for two of L.A.'s most-admired, independent food shops, Venokado and N'Ice Cream, as well as a new location for one of L.A.'s favorite bakeries, Röckenwagner – complete with the bakery's first-ever soufflé bar – and a brand-new cooking school, The Gourmandise School of Sweets and Savories and Community Kitchen.

These four names join already announced purveyors for The Market, including The Curious Palate and Kings Road Café. The Market at Santa Monica Place will be a collection of independently owned purveyors of high-quality, artisan, organic, sustainable and gourmet food offerings on the third-level Dining Deck at the new Santa Monica Place.

"As much as people have fallen in love with the new Santa Monica Place, our shoppers are really hungry for The Market, which will complete our vision for an all-food focus on the Dining Deck," said Michael Guerin, assistant vice president, Leasing, for the property. "People are very enthusiastic about being able to pick up a fresh baguette, heirloom coffee beans, an amazing hostess gift and much more – all in the same place they go for lunch with a view of the ocean and new shoes at Bloomingdale's. This is the kind of convenience and quality everyone values on the Westside."

An edited set of exceptional food shops, The Market at Santa Monica Place will include purveyors of "foundational foods," such as meats, fish, cheeses, breads, fruits and vegetables, in addition to gourmet ingredients and prepared foods. Details on the newest food purveyors to commit to the project include:

**Venokado**

The second location for this hip and eclectic wine shop in West Hollywood marries intriguing vintages with hard-to-find, beautifully packaged gifts. The store's locally famous "clutch gifts" artfully pair bottles with color-coordinated gift items – from rare art books and witty house wares to organic baby toys. A tasting room adds to the experiential flavor of this concept at The Market at Santa Monica Place.

**N'Ice Cream**

Freshly made every morning, more than 85 flavors of organic, free-trade gelato and sorbet from N'Ice Cream are rare treats. Expanding from its sole location down the beach in Venice, N'Ice Cream tempts with flavors both familiar – like banana, caramel and strawberry – and unusual, like elderflower.

**Röckenwagner Bakery**

The latest location of this local favorite from longtime Los Angeles chef/restaurateur Hans Röckenwagner features handcrafted and artisanal baked goods – from scones and pastries to breads and pretzels. Locals love ginger scones, blueberry bran muffins, plum streusel and “pretzel” baguettes. An exciting first is a watch-it-bake soufflé bar, offering an array of main course and dessert soufflés.

**The Gourmandise School of Sweets and Savories and Community Kitchen**

A favorite local baking expert, French native Clemence Gossett of Gourmandise Desserts opens a sweet and savory cooking school at Santa Monica Place with two teaching kitchens and state-of-the-art equipment. On the menu: three- and four-hour classes, chef demonstrations, special events, cookbook signings and community partnerships.

Already announced for The Market:

**The Curious Palate** is a market, kitchen and cafe specializing in artisan foods and farm-to-table service; in its market shoppers find hand-picked culinary items from around the world, including artisan olive oils, vinegars, pastas, grains and legumes, local ciders and chocolates.

**Kings Road Café** is a popular Los Angeles gathering spot with an outstanding reputation for superior coffee made from house-roasted, heirloom beans.

The new Santa Monica Place is a three-level, all-open-air shopping and dining destination located just two blocks from the beach in Santa Monica. Opened in August 2010, Santa Monica Place features Bloomingdale's, Nordstrom, CB2, Nike, Louis Vuitton, Tiffany & Co, Burberry, Love Culture, AllSaints Spitalfields and many other exciting retail attractions. The third-level Dining Deck offers spectacular ocean and city views, and stars six, chef-driven restaurants and a modern, all-glass food court for casual dining.

To get the latest news about the new Santa Monica Place, the public is invited to visit [www.santamoniacplace.com](http://www.santamoniacplace.com).

Santa Monica Place's parent company, Macerich® (NYSE:MAC), which has been headquartered in Santa Monica for more than 30 years, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. Macerich now owns approximately 73 million square feet of gross leaseable area consisting primarily of interests in 71 regional malls. Additional information about Macerich can be obtained from the Company's website at [www.macerich.com](http://www.macerich.com).

###