



## All Hail the Food Hall

Take a stroll through one of these all-star markets for a taste of New York City's latest gastronomic obsession: the food hall. Though all give a nod to the great food emporiums of Europe and Tokyo, each of these thoughtfully curated collections of upscale artisanal food stalls, chef-driven restaurant counters, and specialty purveyors make for a one-of-a-kind culinary experience.

BY ANNEIESE KLAINBAUM



All Good Things

## All Good Things Market

Single-stem blooms set in apothecary bottles offer a warm greeting as patrons step into All Good Things. Make your way past Polux Fleuriste's flower stall to peruse the food options in this pleasantly unpretentious TriBeCa market designed by owner Kyle Wittels.

### VETERAN VENDORS

The city's tradition of public food markets lives on in these thoroughly modern incarnations, which have become travel destinations in their own right.

**Chelsea Market** ([chelseamarket.com](http://chelseamarket.com)) offers high-end shopping alongside iconic bites, such as the Lobster Place's steamed lobster, Jacques Torres' chocolate chip cookies, and Sarabeth's baked goods; plus, the High Line, an elevated park planted atop an abandoned train track, starts its 15-block stretch just around the corner. **Grand Central Market** ([grandcentralterminal.com/market](http://grandcentralterminal.com/market)), located in historic Grand Central Station—a landmark attraction itself—houses a corridor of stalls featuring legendary New York City purveyors, including Murray's Cheese and Zabar's. For a less touristy experience, visit **Essex Street Market** ([essexstreetmarket.com](http://essexstreetmarket.com)), which opened in the 1940s as the answer to pushcarts crowding the bustling Lower East Side; there you'll find fresh and packaged gourmet goods, from the cheeses of Saxelby Cheesemongers and bagels of Davidovich Bakery to the Swedish sweets of Nordic Preserves and ice cream of Luca & Bosco.

At about 2,000 square feet, it's cozy in comparison to the city's other food halls, which makes it all the more charming.

The market opened in 2012 with a cast of food vendors, but has since evolved in response to demand for grocery-driven stalls offering cheeses, vegetables, seafood, and more, which are now managed in-house. Downstairs in the basement is Le Restaurant, offering a prix fixe tasting menu by chef Ryan Tate, formerly of Savoy. Upstairs in the market and sunlit cafe, visitors will find prepared foods from Tate's kitchen, along with specialty ingredients and produce also used at the restaurant.

### Berg'n

A new venture led by Brooklyn Flea and Smorgasburg co-founders Eric Demby and Jonathan Butler, Berg'n opened this past spring in Brooklyn's Crown Heights neighborhood. Think of it as a Smorgasburg-inspired food court offering a few of the market's top brands, like Asia Dog, Mighty Quinn's, Pizza Moto, and Ramen Burger, but with expanded menus that will keep locals coming back for more. Plus beer.

The 9,000-square-foot space includes seating for more than 300, an outdoor courtyard, an event space, and a cafe serving local specialties from Choice Market, Dough, Blue Marble, Kelvin Natural Slush Co., and Brooklyn Soda Works. The highlight here, though, is the beer list, curated in partnership with Brooklyn Brewery's Garrett Oliver. Exclusive offerings from the brewmaster will be on tap, in addition to a variety of seasonal and craft beers.

Berg'n will serve as a cool version of a corporate cafe for the 140,000-square-foot office complex in which it's housed, says Demby, but will also be a neighborhood hub for good food and drink seven days a week. "It's the kind of place that's accessible for lots of people," he says.

## BUT THAT'S NOT ALL ...

The Big Apple is just getting started with its food hall fanaticism. Here are a few more projects kicking off or in the works, featuring some of the biggest—and youngest—names on the culinary landscape.

**Anthony Bourdain's Global Street Food Market.** While the exact location, opening date, and name are yet to be announced, a few savory details have been leaked about Bourdain's newest project. The former line cook-turned-world traveler is planning a massive, bazaar-style market inspired by Singapore's street food scene. From Chinese lamb noodles to Mexican tostadas, authentic bites will be peddled at this market of more than 40 stalls curated by the CNN "Parts Unknown" TV host.

**Cafe El Presidente.** Eataly has a new neighbor. This two-story, 6,500-square-foot space, which opened in May, aims to replicate a traditional Mexican marketplace where customers explore stores and restaurants in one open space. At its epicenter is a taqueria, accompanied by an artisanal tortillaria and a shop brimming with authentic Mexican ingredients. This summer, a seafood restaurant, Mariscos Madison, will open in the basement space.

**Hudson Food Hall.** Terence Park, owner of the Bread & Butter deli chain, says he's teaming up with 18-year-old chef prodigy Greg Grossman on a "culinary-driven" project named Hudson Food Hall with locations in TriBeCa and Park Avenue South. Park recently told the *Commercial Observer* he wants to create a "true New York food experience" with this new venture—one that offers more character than the traditional food court.

**South Street Seaport Food Market.** A lower Manhattan seaport building that once housed the historic Fulton Fish Market has been proposed as the site of a new food hall. While city reps and community organizations hash out how the developer's plan will preserve the site's landmark status and cultural history, pop-up food markets curated by New Amsterdam Market maintain the charm of this historic cobblestone-laced district.

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### Eataly

Chefs Mario Batali, Lidia Bastianich, and Joe Bastianich helped start the stateside food hall trend in 2010 when they opened New York's Eataly, a retail concept inspired by and representing the vast cuisine of Northern Italy. Steps from Madison Square Park, this sprawling, 50,000-square-foot artisanal superstore is engineered to make you eat your way through the foods of Italy as you wander through a maze of eateries, bars, bakeries, gelato shops, and endless alcoves featuring cookbooks, housewares, and thousands of specialty food products.

"The selection on a whole is unique," says Simona Picco, Eataly's head products buyer. She carries more than 300 types of dried pasta, including rare finds like pici, thick spaghetti from Tuscany. Up to 200 labels of olive oil—primarily monovarietals from small producers—are organized by region.

An emphasis on freshness is evident in the store's layout. The butcher selling Piedmontese beef is within view of meat-centric restaurant Manzo; enoteca La Piazza is nestled beside the counter serving house-made mozzarella and charcuterie; the produce counter, where the "vegetable butcher" preps purchases, stands beside seasonally focused Le Verdure. "It all goes along with the education factor we believe in," says Picco. Otherwise, "It's just an item on the shelf."



Hudson Eats

## WHERE TO FIND THEM

### All Good

#### Things Market

102 Franklin St.,  
Manhattan

Daily: 8 a.m.–8 p.m.  
212.925.5081

[allgoodthingsny.com](http://allgoodthingsny.com)

### Berg'n

899 Bergen St., Brooklyn

Mon.–Fri.: 8 a.m.–late,  
Sat.–Sun.: 10 a.m.–late

718.857.BEER  
[bergn.com](http://bergn.com)

### Eataly

200 Fifth Ave., Manhattan

Daily: 10 a.m.–11 p.m.  
212.229.2560

[eataly.com](http://eataly.com)

### Hudson Eats at

#### Brookfield Place

200 Vesey Street,  
Manhattan

Mon.–Fri.: 7 a.m.–9 p.m.;  
Sat.: 10 a.m.–9 p.m.;

Sun.: 11 a.m.–9 p.m.

[brookfieldplaceny.com](http://brookfieldplaceny.com)

### The Plaza

#### Food Hall

1 W. 59th St.,  
Manhattan

Mon.–Sat.: 11 a.m.–8 p.m.,  
Sun.: 11 a.m.–6 p.m.

212.986.9260

[theplazany.com/  
dining/foodhall](http://theplazany.com/dining/foodhall)



## Hudson Eats at Brookfield Place

The waterfront complex formerly known as the World Financial Center is undergoing a \$250 million renovation that includes Hudson Eats, a 30,000-square-foot food hall with exquisite views of the Hudson River and Statue of Liberty. The 600-seat, sunlit dining terrace—the first of three phased openings at Brookfield Place—opened earlier this month.

“Hudson Eats is bringing together the top lunchtime dining options in town all in one spot,” says Dig Inn founder and CEO Adam Eskin. The curated collection of New York–based, foodie-approved eateries like Dig Inn, Num Pang, Mighty Quinn’s Barbecue, Little Muenster, and Blue Ribbon Sushi have been recruited to set up shop here beside a handful of West Coast brands including Sprinkles Cupcakes. It’s a selection that’s sure to please both suits and sightseers at lunchtime in Lower Manhattan.

Lighter fare like seasonal quinoa salads from Dig Inn will be served at the food court alongside Mighty Quinn’s artisanal smoked meats and Little Muenster’s Asiago butternut grilled cheese. Five full-service restaurants, including one from Jose Garces (his first in New York), and Le District, an expansive French market of specialty food purveyors, are anticipated at Brookfield in 2015.

Read all about  
the city’s newest food hall  
**GOTHAM WEST MARKET,**  
on p. 48



## The Plaza Food Hall

Two years after celebrity chef Todd English opened his namesake restaurant in The Plaza Hotel’s lower concourse, the historic hotel expanded the concept in 2012 to include The Plaza Food Hall, resulting in a massive culinary destination located just across from Central Park that now attracts over a million customers every year.

“It’s about the shop mix that we have,” says Kristin Franzese, executive vice president of retail. The hall was curated to blend the luxury brands one would expect to see at a hotel known for its afternoon tea, such as Payard and La Maison du Chocolat, with city newcomers like Billy’s Bakery and Luke’s Lobster. A nice surprise here is that each vendor carries items available only at The Plaza, which may change seasonally, giving locals a reason to check out this location of their neighborhood favorites. In addition to brands brought in from all over the city, including Mast Brothers chocolate, Nunu Chocolates, Eleni’s, Blue Hill, and Sfoglini pastas, The Plaza’s private-label collection is also available at the market’s stalls.

For a more formal meal, head downstairs and sit at the counter for tastes from one of nine food stations in the Todd English Food Hall, which offer a full, wide-ranging menu and are best saved for dinner-time—with a reservation.

**CHECK OUT  
10 MORE FOOD  
HALL DESTINATIONS  
ACROSS THE  
COUNTRY**  
at [specialtyfood.com/  
onlinehighlights](http://specialtyfood.com/onlinehighlights)

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