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**ADVENTURE DEVELOPMENT TAPS HOSPITALITY HQ TO CURATE AND MANAGE FORTHCOMING
FOOD HALL IN JOHNSTON COUNTY**

(Selma, NC; August 3, 2021)— North Carolina real estate development firm AdVenture Development, LLC has announced a new partnership with Hospitality HQ (HHQ) to serve as the operator of the Old North State Food Hall (ONSFH), set to open in early 2022. Helmed by award-winning chef, restaurateur, TV personality and cookbook author Akhtar Nawab, HHQ will oversee all management and operations of the ONSFH, from vendor curation and relations to day-to-day logistics and guest services.

Recognizing the explosive growth in the Triangle region combined with a location that offers easy access to leisure and business travelers along the heavily traveled I-95 corridor, Nawab and his Brooklyn-based company plan to bring talented culinary creators from across the country to the ONSFH. Through thoughtful curation, visitors will get to experience delicious artisanal concepts, as well as try dishes from renowned chefs and restaurateurs.

“We are thrilled to partner with Hospitality HQ on this exciting project and look forward to bringing the Old North State Food Hall to the residents of Johnston County and travelers alike,” stated AdVenture Development President Kevin Dougherty.

Founding partner and CEO of HHQ, Nawab noted, “The eastern part of the Triangle has strong agricultural roots. Farm to table has always been a way of life for many locals. Residents and visitors to the area crave all kinds of cuisines, which make the possibilities endless for a food hall. We are excited to have the opportunity to be in this region and serve such a dynamic community.”

As the name implies, Hospitality HQ is dedicated to providing high quality hospitality at all levels, prioritizing the comfort, security and wellbeing of their guests as well as their tenants. At ONSFH, HHQ’s presence will be evident through the food hall’s thoughtful design, from completely self-contained vendor bays to flexible, modular table seating, integrated takeout and contactless pay systems, and more. A veteran operator of renowned food halls and independent restaurants, including Inner Rail Food Hall in Omaha, Nebraska, and innovative Mexican concept

Alta Calidad in Brooklyn, New York, HHQ is committed to bringing quality food, an immersive experience, and genuine hospitality to ONSFH.

Interested vendors are encouraged to apply for more information, and can do so by filling out the contact form on the ONSFH website. Vendors will benefit from the financial and promotional incentives that come with operating within a food hall, including lower startup costs, shared expenses, heightened visibility and marketing support, and more. Please visit www.oldnorthstatefoodhall.com to find out more.

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About AdVenture Development: ONSFH is developed and managed by AdVenture Development, located in the Raleigh metro area. The firm focuses on commercial real estate development projects. Recent projects include McCandless Crossing, a 1.2 million SF mixed use development with retail, medical, hospitality, office, entertainment, residential and senior living, in Pittsburgh, PA; Triangle East Collaborative (TEC); and the soon-to-be developed Eastfield project, a 3 million SF mixed use project located at Exits 97 and 98 on I-95 in the Triangle East Raleigh metro area.

About Hospitality HQ (HHQ): Hospitality HQ (HHQ) is a creative consulting and management group offering bespoke solutions for culinary-driven concepts across the United States. Helmed by award-winning chef, restaurateur, TV personality and cookbook author Akhtar Nawab, HHQ's dynamic and comprehensive team prioritizes high quality service at all levels, producing systems for food and beverage concepts which consistently optimize guest experience. HHQ is currently the fastest-growing food hall management company in the country, with critically acclaimed restaurant and communal dining projects located in Brooklyn, NY (Alta Calidad), Omaha, NE (Inner Rail Food Hall), New Orleans, LA (Otra Vez), Washington D.C. (Prather's on the Alley), Chicago, IL (Dr. Murphy's Food Hall), Houston, TX (Lyric Market), Knoxville, TN (Marble City Market) and more to be announced.