



For Immediate Release

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OLD NORTH STATE FOOD HALL ANNOUNCES EXCITING VENDOR LINEUP

The nation's first roadside food hall plans late summer opening

(Selma, NC; August 1, 2022) – North Carolina commercial real estate development firm AdVenture Development, LLC, and operating partner Hospitality HQ (HHQ) are excited to announce the vendor list for Old North State Food Hall (ONSFH) at 67 JR Road in Selma, NC. A late summer opening is planned.

The 15,000 square foot food hall brings together ten talented chefs from across the country to offer a variety of delicious cuisines to locals as well as leisure and business travelers along the heavily traveled I-95 corridor, the East Coast's halfway point between Portland, Maine and Miami, Florida. Opening tenants include:

FUKU – NYC's favorite fried chicken joint is finally making its NC debut. What started as a secret sandwich at David Chang's Momofuku Noodle Bar has grown to serve a variety of fried chicken offerings and sides in an upbeat, fun, and energetic fast casual concept.

Barley and Burger – Owned by industry veterans Brandon Clarke, Travis Ellis, and Etaf Rum, Barley and Burger has been a North Carolina favorite since 2018, offering gourmet, chef-driven burgers inspired by the dangerously good flavors of classic American cuisine.

Luna Pizza – Like former college professor Richard Williams' and industry alum John Jefferson's flagship Greenville, NC, store, Luna Pizza serves authentic Neapolitan pizza, crafting their dough from scratch, as well as appetizers, salads, and desserts.

Curry in a Hurry – Raised in southern India, Owner and Chef Alaksha Surti is passionate about cooking authentic Indian cuisine inspired by generations of family recipes, including curry dishes, Kati rolls and samosas.

Aroma de Cuba – Owners Danny and Sheri Gonzalez bring authentic South Florida Cuban cuisine, like Cuban sandwiches, empanadas, plantain chips, and Cuban coffee, popular in the heart of Miami's Little Havana, to the food hall.

The Mac House – Co-owners David and Tara Myklebust take a beloved comfort food staple outside the box, combining homemade recipes with their passion for all things cheesy.

My Cielo Taqueria – Founded in Rochester, New Hampshire and voted #2 in best tacos in the state, owners Carmen and Luis Garcia open the second location of their authentic Mexican restaurant at ONSFH.

Cock A Doodle Moo – Locally owned by Allison Hensgen and Justus Wollbrinck, Cock A Doodle Moo focuses on traditional BBQ and gourmet sandwiches featuring fresh, all natural and local ingredients.

Bean and Bubble – Sophia Woo, of MOFU Shoppe and Phenomenal Dumplings, and known nationally as season six winner of Food Network’s The Great Food Truck Race, along with her spouse, Nathan Lambdin, offer locally roasted coffee and Asian treats, including Poke bowls and bubble tea.

Butter Cream – Perfect for a snack or after a delicious meal, Butter Cream offers ice cream with an assortment of toppings and fresh baked cookies.

In addition to ten vendors serving a mix of international cuisines, guests can enjoy **Longleaf Tavern**, a lively and welcoming full-service bar featuring the best of North Carolina’s beer, cider, wine, and spirits along with national brands.

AdVenture Development President Kevin Dougherty shared, “We cannot wait for guests to experience ONSFH, as a convivial gathering place for members of our local community and as a fresh food destination for travelers along the interstate.”

Founding partner and CEO of HHQ Akhtar Nawab, noted, “We are excited to introduce a collection of global cuisines from renowned chefs and thriving small business owners to this growing region.”

ONSFH will be open for breakfast, lunch and dinner, Sunday through Thursday, 7 am to 9 pm, and Friday and Saturday, 7 am to 10 pm. Online ordering will be available at www.onsfh.com. Small meeting room space is available in the Longleaf Tavern.

Professionally designed by Colicchio Consulting Group (acquired by Cushman & Wakefield) and Eimer Design, and curated by Hospitality HQ, ONSFH features an overall transformed industrial design with Southern welcoming and nostalgic touches.

ONSFH is currently seeking friendly and eager to learn applicants for all food service positions, including cooks, cashiers, bartenders, porters, and kitchen managers. Visit www.onsfh.com to apply online. Follow @oldnorthstatefoodhall on Instagram for all the latest news and updates.

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About AdVenture Development, LLC: AdVenture Development, located in Selma, NC, focuses on commercial real estate development projects across several states. The firm developed and manages Old North State Food Hall. Recent projects include Eastfield, a 3+ million square foot mixed use project at Exits 97 and 98 on I-95 in the Triangle East Raleigh metro area, Triangle East Collaborative (TEC), and McCandless Crossing, a 1.2 million square foot mixed use development in Pittsburgh, PA.

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.