



For Immediate Release

Contact:

Michele Kisthardt, Marketing Director

Tel: 330.283.0703

Email: mkisthardt@adventuredev.com

THREE NEW VENDORS OPEN AT OLD NORTH STATE FOOD HALL

New vendors expand breakfast and dessert offerings

Selma, NC (July 6, 2023) – TEC Food Hall, LLC, and venue manager Prospera Hospitality Services are excited to announce three new vendors at the Old North State Food Hall (ONSFH) at 67 JR Road in Selma, NC.

New tenants include:

The Ice Storm – The Old North State Food Hall marks the second location for this hip frozen dessert shop started in downtown Goldsboro, NC. Owned by Partners Yvonnia Moore and Antonio Williams, The Ice Storm boasts an extensive collection of unique and innovative ice cream and cone flavors.

The Hot Dog Bar – Moore and Williams expanded on the popularity of hot dogs and other fare offered at their original Ice Storm location by creating The Hot Dog Bar. Their menu showcases hot dogs with an assortment of toppings, including their delicious homemade chili. Wings and a variety of appetizers round out the menu offerings.

JoCo Coffee Co. – Owners Richard Williams and John Jefferson are building on the success of their Luna Pizza location in ONSFH with a new culinary concept. JoCo Coffee Co. serves fresh, locally roasted Full Bloom coffee drinks, bubble tea, baked goods, brunch items, and terrific salads.

The 15,000 square foot food hall offers 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.

Yvonnia Moore said, “We’re excited to bring The Ice Storm and The Hot Dog Bar, two unique culinary experiences, to the vibrant Old North State Food Hall. We look forward to creating a memorable dining experience and building a community of fellow food enthusiasts.”

Old North State Food Hall General Manager Todd Pifer shared, “We’re delighted to introduce our newest vendors to the community. From traditional favorites like hot dogs, pizza, burgers, and ice cream to international tastes like Indian curry, Cuban sandwiches and Jamaican jerk chicken, there’s truly something to please everyone at Old North State Food Hall.”

ONSFH is open daily for breakfast, lunch and dinner, 7 am to 9 pm. The Longleaf Tavern, serving wine, beer and spirits in a former cigar humidor inside the food hall, is open from 11 am to 10 pm daily. Online ordering is available at www.onsfh.com.

To learn more about Old North State Food Hall, visit www.onsfh.com or follow @oldnorthstatefoodhall on Facebook and Instagram.

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About TEC Food Hall, LLC: *TEC Food Hall, LLC, owns the Old North State Food Hall, which opened in August 2022. Professionally designed by Colicchio Consulting Group (acquired by Cushman & Wakefield) and Eimer Design, and developed by Selma-headquartered AdVenture Development, LLC, ONSFH features an overall transformed industrial design with Southern welcoming and nostalgic touches.*

About Prospera Hospitality Services: *Headquartered in Pittsburgh, PA, Prospera Hospitality was founded in 2002 as a third-party hospitality management company. The company's services include targeting geographic markets, developing the appropriate brand relationship and market position strategies, and performing financial analysis and legal processes. Prospera works with independent and branded properties, including resorts; commercial; convention; mid-market and full and limited-service hotels. For more information visit www.prosperahospitality.com.*