

FOOD HALLS 101

The Nuts and Bolts of Building, Tenanting, and Operating the ultimate placemaking venue of our time

2021 Food Halls 101 Seminar set for November 8-9

Back by Popular Demand, the two-day event introduces attendees to the nuts and bolts of building, curating and operating THE placemaking venue in retail today - the Food Hall.

NAPA, CALIFORNIA, JULY 14, 2021 -- The Carlin Company, America's preeminent developers of artisan food markets, announced today that its successful Food Halls 101 seminar is back by popular demand. The seminar, first held in 2019, was postponed in 2020 due to Covid-19. Motivated by the interest and demand generated by first seminar, Steve Carlin and Lloyd Llewelyn of the Carlin Company are expanding the symposium and have assembled a world-class panel of experts for 2021. Joining Steve and Lloyd are Phil Colicchio and Trip Schneck, Executive Managing Directors of Cushman & Wakefield's Colicchio Consulting team, and Sherry Villanueva, owner and managing partner of ACME Hospitality. The panelists will present individual case studies and participate in a series of barstool discussions to be held November 8-9 at the Culinary Institute of America (CIA) at Copia in Napa, California.

The two-day conference is designed to provide real estate professionals, public agency planners, design architects, operators, hospitality partners and other interested parties with insightful and critical information on how several varieties of food-based real estate projects are created and operated. The Food Halls 101 seminar will focus on the triple bottom line approach. It will provide guidance to help participants understand how to: (1) make successful decisions relating to market analysis, financial expectations, design, operational oversight and day-to-day management critical to the creation of a strong profit center; (2) support vendor-quality and the expansion of the artisan food industry; and (3) build a successful, activated community hub.

Along with industry concept discussions, Food Halls 101 will feature curated programming and experiential activities, including a guided tour of the renowned Oxbow Public Market, located adjacent to the CIA at Copia. The event will also feature presentations from food hall design expert Ed Eimer of Eimer Design, Christian von Eckartsberg and Hans Baldauf from BCV Architecture, and Doug Washington of Doug Washington Design. BCV was the architectural team behind the Oxbow Public Market and the retail portions of the Ferry Building in San Francisco.

"The overall Food Halls 101 conference was extremely beneficial for developers, architects and owners who are considering such a project. A very comprehensive discussion regarding the overall industry. It was very enjoyable. Looking forward to the next event," said Rita Scaia of API(+).

"Lloyd and I are excited to be presenting the 2021 Food Halls 101 Seminar at the CIA at Copia this year and to be able to include the expertise of Phil and Sherry in the program," said Steve Carlin. "There's so much to discuss about our rapidly changing industry and the evolution taking place in food and market halls across the country."

To learn more about Food Halls 101 and request an invitation, visit: <https://carlincompanyllc.com/food-halls-101/>. Registration opens on July 21, 2021.

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