



UNION STATION

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Fruition Chef Alex Seidel unveils Mercantile Dining & Provision at Denver's Union Station

New European-style restaurant & market concept opening Summer 2014

Denver, Colo. (January 6, 2014) – **Chef Alex Seidel** and partners Stephanie Caraway and Matthew Vawter are pleased to announce the name of their exciting new restaurant concept opening this summer in Denver's Union Station: **Mercantile Dining & Provision**.

Mercantile will be a European-style restaurant and market. Open seven days a week, the gourmet "Old World" market will serve early morning coffee and pastries along with a full menu of breakfast and lunch options. The airy restaurant will serve dinner only, featuring fresh Colorado ingredients and inspired techniques that tell the story of Chef Seidel's culinary journey as owner of Denver's award-winning Fruition Restaurant and founder of Fruition Farms, a 10-acre artisanal sheep dairy and creamery in Larkspur, Colorado.

Mercantile's market will sell items such as pickled beets, fruit spreads like fig jam, croissants and cheeses and yogurts from Fruition Farms. In keeping with the era when rail travel was established, the market will offer many things that have been preserved in jars, including mini-meals such as oatmeal, sturgeon rillettes, duck confit and bread pudding.

Seidel has been named *5280 Magazine's* "Chef of the Year" and one of *Food & Wine's* "Best New Chefs" for 2010. Matt Vawter will serve as Chef de Cuisine.

Mercantile's Wine Director, Stephanie Caraway – who was named "Sommelier of the Year" by *Food & Wine* - will implement a creative wine, beer and classic cocktail program to pair with Mercantile's fresh food selections. Caraway is drafting a by-the-glass program that will feature wine poured from magnums. Mercantile will also feature 30 one-case wine and beer lockers that customers can rent and then work with Caraway to purchase and store bottles.

Mercantile will encompass approximately 5,000 square feet at the north end of Denver's revamped Union Station, anchored by a 15-seat bar in the center of the space. The open restaurant space will seat approximately 75 diners, including a chef's tasting table in the kitchen, a Wine Library with private dining for up to 16 and a large outdoor patio overlooking Denver's Wynkoop Street.

"It is a dream to be creating a brand new concept in such a spectacular space," said Seidel. "We look forward to coming together with our neighbors at Union Station to make this a successful landmark for Downtown Denver and the entire state of Colorado."

Mercantile is slated to open in the revitalized train terminal in July 2014 with three other locally owned restaurants: Snooze, The Kitchen Next Door and Stoic & Genuine Fish by Chef Jennifer Jasinski.

Larimer Associates, well-known for its drive and success in creating unique destinations through local, chef-driven establishments and retail boutiques, specially chose these Colorado partners to design a distinctive restaurant compilation at Union Station.

"This is an exciting first step in establishing Union Station as Denver's next great dining destination for both locals and visitors," said Jeff Hermanson, Chief Executive Officer of Larimer Associates. "These award-winning restaurants represent the true Colorado experience and embody downtown Denver's genuine collaborative spirit, and we are thrilled that Alex and Stephanie are part of our team."

Prior to commencing leasing efforts at Union Station, Larimer Associates held a series of open focus groups to help determine the public's hopes and desires for the landmark property.

"We consistently heard that Union Station is an iconic Colorado building with a rich history and that everyone wanted to see Colorado-based businesses in there," said Pat McHenry, Leasing & Acquisition Partner at Larimer Associates. "This really resonated with us and was a great guide as we

sought the hippest concepts and most talented chefs to anchor Union Station. Luckily for us, talented restaurateurs like Alex are as excited about being a part of Union Station as we are.”

Scheduled to open in July 2014, Denver’s new Union Station will also feature several retail outlets as well as the 112-room luxury boutique Crawford Hotel, managed by Sage Hospitality. For more information, please visit www.unionstationinddenver.com.

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About Denver Union Station

Denver’s Union Station is undergoing a major transformation to once again be a destination for Coloradans and visitors alike. The project, headed up by construction company Milender White, includes an extensive transportation hub, a custom-crafted line up of locally owned restaurants and shops, and a new 112 room hotel. The grand structure is more than 100 years old, and its historic and distinctive architecture will be protected throughout the extensive redevelopment project. The roughly 125,000 square foot project—to be complete in mid-2014—will continue the revitalization of the lower downtown community and create a welcoming, high-energy public space that has an authentic Colorado feel with contemporary updates. The expansive transportation hub returns Union Station to its roots with local and national train and bus services. The RTD rail lines and buses will connect downtown and its surrounding communities as well as providing a direct railway from Union Station to Denver International Airport in 2016. The local Colorado companies involved in the Union Station project include Larimer Associates, McWhinney, REGen, LLC, Sage Hospitality and Urban Neighborhoods. To learn more, visit www.unionstationinddenver.com or www.facebook.com/DenversUnionStation.