



BLANK SLATE EXPANDS WITH GOURMET MARKET IN NYC'S NOMAD

Blank Slate Gives Nomad Neighborhood Its First Boutique Grocery Store

After two years as the beloved restaurant in New York City's NoMad neighborhood, Blank Slate Coffee + Kitchen will expand its doors to open Blank Slate Gourmet Market on the same block (121 Madison Avenue). The Gourmet Market, the first of its kind in NoMad, is a curated boutique grocery that will offer customers a place to buy a curated selection of fresh, local grocery products the neighborhood has been craving.

The new 600-square-foot gourmet grocery offers the people of NoMad an abundant assortment of fresh groceries, convenience items, and house-made, prepared foods for take away. The store features similar industrial and modern design to the Blank Slate restaurant, and carries its signature mint green throughout. The Blank Slate brand's second location extends the "blank slate" mantra of creativity, ideation and growth that has made the restaurant a neighborhood favorite. Staying true to its name, the menu and market food categories are detailed on beautiful blank slates.

Fresh bagels and coffee are made to order at the main counter, as are an artisanal collection of prepared foods, deli meats, and cheeses. Locally-sourced grocery essentials are available, including dry and baked goods on the shelves to the left, and cold produce, dairy, frozen foods, and beverages in the refrigerated section to the right. Home goods and other fine foods line the shelves in the center.

Blank Slate takes pride in supporting local businesses with a similar sensibility, and has carefully selected the best partners in the upscale food business to bring to its customers. The market will have exclusive partnerships with local, indie brands, like Black Seed bagels, Pat la Frieda meats, Balthazar Bakery breads, Popup Florist flowers, and more.

Blank Slate is the brainchild of husband and wife team Zach Israel and Ashley Jaffe. A longtime proprietor of upscale casual venues in New York City, Israel's roster includes full ownership of Blank Slate Coffee + Kitchen, and part of SideBar, Little Town NY, and the Tres Carnes collection. Jaffe made her ownership debut with Blank Slate Coffee + Kitchen, and continues her culinary career with the opening of the Gourmet Market. She has a background in food & beverage Public Relations.

Blank Slate Gourmet Market is located at 121 Madison Avenue between 30th and 31st Street, two doors down from the café, and is open Monday – Sunday from 8am to 8pm. Online ordering and delivery will be available soon. For more information, please visit www.blankslatenyc.com.