

# SPECIALTY FOOD

PRODUCTS, TRENDS & YOUR BUSINESS IN PERSPECTIVE

MAGAZINE®



The best of the Bay area region in a contemporary marketplace.



PHOTOGRAPHY BY AARON KOHR

## store tour

BY LAIKO BAHR

### Ferry Building Marketplace: San Francisco's Shiny Specialty Jewel

IF YOU ONLY HAVE TIME FOR ONE EXCURSION IN SAN FRANCISCO, GO TO THE NEW FERRY BUILDING MARKETPLACE. The 100-year-old historic building was reconceived and remodeled to become a public space on the Bay, dedicated to two of San Francisco's favorite pastimes—food and shopping.

The new Marketplace is home to 30 individual specialty food, wine and home retailers, six restaurants, and the tri-weekly farmer's and garden markets. Here you will find everything needed from the butcher, baker, seafood monger and cheesemaker, plus the wine to go with it all.

The lucky group of retailers was hand-selected by the management team for the Ferry Building and retail industry consultant Steve Carlin, former president of Oakville Grocery. The mission was to bring together the best of the Bay area region—with farmers, producers, retailers and restaurateurs housed in an environment that updates and refines the marketplace concept.

The marriage of thoughtful design and exciting retailing can make an old idea brand new—and one of a kind. Each retailer worked from a set of strict design rules that were part of the total concept. The finished product as a whole is a cohesive look of clean lines, hip displays and shelving, great lighting and just the perfect amount

of color—amounting to a contemporary twist on the marketplace idea.

Along the main nave is an open public space with a soaring four-story cathedral ceiling, which allows natural light to open up the lobby and stores. Along the center are the so-called "nave" shops, 500-square-foot stores with wrought iron gates that are flung open during business hours. Retailers are encouraged to spill out their wares into the Marketplace's center.

Each store has a numbered metal sign set in front, along with a mosaic tile icon of a food or wine image on the dividing wall next to each. The mix of stores includes many food producers that are first-time retailers—such as McEvoy Ranch, LuLu Petite, Recchuiti Confections and Frog Hollow Farm.

The Marketplace is especially busy during lunchtime and for Saturday's Farmer's Market. Located on The Embarcadero at the foot of Market Street; 415.369.2302; [www.ferrybuildingmarketplace.com](http://www.ferrybuildingmarketplace.com).

*A reconceived 100-year-old historic building is now home to 30 specialty food, wine and home retailers, six restaurants and a tri-weekly farmer's market.*