



CELEBRATING  
55 YEARS

# nerej

## Rockpoint Group and Rockhill Managements's food hall, High Street Place, opens featuring 20 vendors

March 25, 2022 - Retail



Boston, MA High Street Place, the new food hall, officially opened on March 2, 2022. High Street Place debuts with a lineup of 20 vendors, featuring some of the city's most celebrated chefs, restaurateurs, brewmasters, cocktail experts, coffee roasters, and more. Among the food hall's roster of local culinary destinations are three new concepts from chef and restaurateur Tiffani Faison's Big Heart Hospitality, including Tenderoni's, a 1970s and 1980s inspired pizza and grinder shop; Dive Bar, a seafood and raw bar bringing together the best of southern Gulf traditions and coastal New England favorites, and Bubble Bath, a champagne-focused wine bar. Guests can look forward to everything from hand-rolled bagels, signature pastrami, and pastries from Mamaleh's Delicatessen, bowls of "Pho-Men" soup from a new Asian-inspired concept, Kutzu, burgers from Wheelhouse, porchetta sandwiches and roast meats from Pennypacker's, cocktail creations from Daiquiris & Daisies, cold pressed juices and superfood smoothies from Mother Juice, and so much

more. New to the lineup is Blackbird Doughnuts, a locally-based maker of fresh doughnuts and coffee.

The team behind High Street Place is led by locally based Rockpoint Group and Rockhill Management, with support from food hall experts, CANAdev.

“After a trying two years, we are so thrilled to finally open the doors to High Street Place. We understand how much Downtown Boston and our beloved restaurant community are in need of support. We also feel strongly that this neighborhood and the chefs who make Boston so special are more deserving than ever of celebration, so we could not be more proud to give people a reason to come downtown and discover the newest foods and drinks from our 20 incredible vendors. Each is so talented and unique. High Street Place will be a culinary destination for Bostonians, whether they are returning to the office and eager to have social lunch breaks again, planning a date night where everyone can eat exactly as they want, or taking the family out on the weekend. High Street Place is all things delicious,” said Lauren Johnson, manager of High Street Place.

In the creation of this amenity for the city, no detail was overlooked. A talented design team led by Gensler, and Groundswell Design Group, reimagined the previously sprawling, vastly underutilized office atrium that connects 100 High St. and 160 Federal St.

The food hall spans 20,000 s/f and infuses a modern sensibility into a historic structure. The space is marked by a five-story atrium, a green wall, a retractable window wall system that opens during warmer months for open-air dining, and an outdoor patio. A calendar of events will offer live music, book signings, panels, and viewings, including March Madness watch parties.

By design, High Street Place encourages exploration. The food hall has six entrances, as well as twists and turns for guests to meander through the space and discover new menu items, choosing the ambiance that suits their mood. Seating 400 in total, the hall features communal tables, cozy banquettes, high tops, and outdoor dining. Each vendor stall is outfitted with pristine white subway tiles that act as a blank canvas for vendors to personalize and showcase their concepts, personalities, and creativity.

Throughout the space, street signs and Art Deco details like brushed brass sconces and custom stone and marble work pay tribute to the building's original design features while leather banquettes, community tables, and bar-style perches offer spacious seating for guests indoors. In the warmer months, a retractable wall system gives way to an open-air dining and outdoor patio experience, featuring up to 84 outdoor seats. A soaring green wall anchors the space, spanning 26 by 91 feet and featuring a verdant mix of evergreen boxwood and preserved reindeer moss that is illuminated by night with nearly 4,000 twinkling lights for an effect reminiscent of a summertime firefly display. Custom art adorns the walls, including floor to ceiling graffiti art inspired by Boston's rich culinary scene and an “album cover” wall in which each vendor's branding was reinterpreted to become a vinyl music album cover.

High Street Place's technological advances enable the food hall to expedite orders at the touch of a

button. With its Bbot multi-vendor ordering system, guests won't have to wait in multiple lines and can order from several different vendors at once with a single mobile transaction from their own device. Orders are sent to the appropriate vendors, and guests simply receive a text when their food is ready. The entire food hall is also enhanced by High Street Place's oversized, state-of-the-art LED video entertainment wall. The 28 by 11-foot screen is now the largest in the area to offer multi-content viewing, making High Street Place the perfect destination to watch games on the big screen and giving fans the opportunity to view up to four games at once. The video display exceeds high-definition resolution and is specifically calibrated to adjust for the perfect visual experience, from daytime to evening viewing.

High Street Place's complete collection of 20 vendors is listed below.

**Blackbird Doughnuts** – The award-winning, Boston based doughnut shop creates unique, gourmet doughnuts from scratch. With seven shops throughout Boston, Cambridge and Newton, Blackbird takes the pastry craft to the next level. They combine interesting flavors, both savory and sweet, with classic favorites, all while using as many natural and locally sourced ingredients as possible.

**Bubble Bath** – Tiffani Faison's playful, destination Champagne focused wine bar cheekily pairs its pours with gourmet hot dogs and popcorn. Guests can slide up to an intimate 13-seat bar and discover a celebratory Champagne menu as well as red, white and rosé wines all hand selected by Big Heart Hospitality's Beverage Director, Charlie Gaeta. A black Moët & Chandon Champagne vending machine, one of just a handful in the world, is adjacent to the bar, allowing guests to purchase Champagne by the split. Bubble Bath sells gold tokens that guests can pop into the machine to purchase petite bottles of Imperial Brut, each of which comes perfectly chilled and with a flute – or to be highly on trend – a flute sipper. Adding to the glam, Bubble Bath features a Beverage Concierge and several bespoke wine & spirit lockers that guests can rent to safely stow their favorite spirits or gift a glass to their friends or clients.

**Daiquiris & Daisies** – A fun, casual and modern cocktail bar from Daren Swisher and Joseph Cammarata, the gentlemen who helped shape the bar programs at such notable local establishments as Backbar, jm Curley, and most recently, Hojoko. Named after two of Swisher and Cammarata's favorite cocktails, Daiquiris & Daisies will showcase a menu of creative and classic cocktails with seasonal twists. Highlights include the Classic Daisy, a signature creation that pairs the spirit of the guest's choice with a citrusy and herbaceous cordial blend, champagne syrup, and lemon, and The Centennial Old Fashioned, a product of stacking two flavor pairings that Swisher and Cammarata love: funky Jamaican rum & smoky scotch, alongside root beer & absinthe. The subtle fruity notes from a banana cordial plus baking spice from a dash of pimento dram help knit the two complex, layered base spirits together while the rum and scotch are complimented by the herbaceous notes from the absinthe and menthol of the root beer.

**Dive Bar** – "Southern Gulf tradition meets classic Coastal New England" best sums up Tiffani Faison's playful raw bar menu. The award-winning chef uses influences from her Boston roots and time spent living in New Orleans to deliver a unique seafood concept. Dive Bar's menu will feature everything from Pilgrim Chowdah with quahogs, littlenecks, house smoked whitefish, bacon, yukon

golds and creamy broth, to Cold & Hot Lobster Rolls and a Crispy Shrimp Po' Boy served on a buttered roll with crispy gulf shrimp, LTO and old bay-o. Local raw oysters top Dive Bar's "Fresh Catch" raw bar section which also features Diego's Seafood Tower and Hot Rocks, shucked and roasted oysters smothered in a choice of chorizo butter or spicy garlic butter. Dive Bar's seafood & raw bar menu is complimented by a selection of perfectly paired wines by the glass and beers.

The Farmacy Cafe – What began as a fresh, wholesome cafe serving organic meals and superfood smoothies out of a shipping container in Boston's Seaport has officially made its way across town. Farmacy's "Feel Good Food Menu" features everyday foods sourced locally and organic whenever possible. Guests can expect bold and flavorful "Naughty" waffles such as the Alosha with cashew queso, black bean, pickled onion & jalapeno with red pepper sauce, and signature warm bowls including the Southwest with wild rice, greens, black bean chili, cashew queso, roasted broccoli, avocado, and roasted red pepper sauce. Also on the menu are big salads as well as seasonal beverages such as Vietnamese coffee and Ginger lemon honey.

Fuji at High Street Place – In what will be the 9th location under JP Fuji Group's successful portfolio of restaurants in Greater Boston, Founder, CEO and Master Chef Jimmy Liang introduces a unique menu that will feature top-selling items from each of his existing Fuji locations, as well as distinctive rolls such as the High Street Roll with tuna belly, salmon belly, sea urchin, micro greens, cucumber, fresh truffle, truffle oil, and black pepper sauce, created specifically for High Street Place. A curated list of Japanese Sake, Beer, and Whisky will accompany the menu. Interior designer Brian Khoo, who has established the iconic ambiance across each of the Fuji restaurants, brings the same level of modern sophistication to this exciting new space.

Gorgeous Gelato – From husband-and-wife team Donato Giovine and Mariagrazia Zanardi, Gorgeous Gelato will bring its authentic, all-natural gelato and inventive desserts to High Street Place. Drawing inspiration from Mariagrazia and Donato's hometown of Milan, Italy, the wildly popular Portland, Maine gelateria will open its second location with a menu featuring gelato flavors and desserts as creative as they are delicious. Featuring hand-picked ingredients free from artificial sweeteners, artificial colors and genetically modified ingredients and highlighting local New England ingredients whenever possible, each housemade Gorgeous Gelato flavor is crafted the old way with time, care and attention. Look for flavors like Hazelnut, Dark Chocolate and Gorgeous Gelato's signature Gorgeous flavor, featuring chocolate and caramel, alongside rotating seasonal offerings and several vegan gelato flavors. Taking gelato to the next level will be three different flavors of Gorgeous Gelato's signature Gelato Cannoli and for a truly indulgent treat, the Gelato Panini, featuring a warm doughnut topped with any choice of gelato. Italian cookies, pastries, and gelato cakes will also be featured alongside specialty beverages including gelato-based cocktails.

Gracernote Coffee – With a focus on elegant roasting and exceptional espresso, one of Boston's most beloved coffee experiences will open its newest location at High Street Place. While Gracernote will continue its focus on a curated menu of espresso drinks, seasonal specialties and teas, it will expand its offerings to include spiked coffees and wines. Gracernote Coffee devotees can expect the same dedication to origin and processing within the new menu additions.

EGO Convenience – Essential Ground Operations nicknamed “EGO” offers guests all of the essentials - from newspapers and magazines to grab and go snacks and convenience items.

Haley Jane’s – From the crew at Wheelhouse comes a brand-new fried chicken concept inspired by the burger phenom’s wildly popular Thursday fried chicken sandwich special. They’ve harnessed the world’s love of fried chicken and are making it in their own special way, all from scratch and with love. The menu will feature several mouth-watering fried chicken sandwiches including the Smashville featuring Nashville style fried chicken, shrettuce, Awesome sauce, and pickles and Bills Mafia with fried chicken, shrettuce, housemade ranch and blue cheese.

Hum’Oveh – Hum’Oveh is a vibrant new concept combining the flavors of the Middle East with the highest-quality, freshest ingredients. Inspired by Middle Eastern street food, mouthwatering stuffed paninis take centerstage at Hum’Oveh alongside hearty entrée platters. Grilled to crispy perfection and loaded with savory fillings like spiced beef, slow-roasted chicken, or grilled cauliflower, Hum’Oveh’s Lavash Toasties pack a satisfying punch. The Humoveh Beef Kofta, Chicken Shish Taouk ‘Skewer,’ and other chef-prepared meats meanwhile put a fresh new spin on the protein bowl. A vegetarian’s delight, Hum’Oveh also features delectable mezze such as hummus, babaganoush and walnut harissa. Hum’Oveh (“tasty”) brings the bold and the delicious to High Street Place.

Kutzu – Inspired by the beautiful flavors, ingredients and time-honored culinary traditions of Southeast Asia, Vietnam and Korea, Kutzu is a noodle-centric concept featuring enriching bowls of ‘Pho-Men’, as well as signature Jasmine rice bowls, Banh Mi sandwiches, salads, daily squeezed lemonades, and much more. Kutzu’s ‘Pho-Men’ bowls like Vietnamese Chicken and Korean Grilled Beef marry the sweet subtleties of Pho with the smokiness of Ramen.

Mamaleh’s Delicatessen – From the Big Dipper Hospitality Group, the team behind State Park and Vincent’s, comes a new downtown outpost of its popular Mamaleh’s Delicatessen. With an Old World take on the New York Jewish delicatessen, Mamaleh’s celebrates Eastern European and Jewish cooking traditions, transporting Bostonians back in time. Taking inspiration from the Eastern European immigrants who came to America in the 19th century, the Mamaleh’s team reimagines their time-honored recipes and recenters them in modern living. With that same spirit, Mamaleh’s Delicatessen at High Street Place will feature their own hand rolled bagels, beautiful pastries, and signature sandwiches such as the Nova Lox Sandwich and Pastrami Reuben. Steeped in the tradition of the deli, Mamaleh’s Delicatessen provides nostalgia and sustenance to those familiar with this food and newcomers alike.

Mike & Patty’s – Specializing in breakfast sandwiches, Mike & Patty’s brings exciting varieties of egg sandwiches that feature tempting combinations of tasty, high-quality and unique ingredients. Hailing from their popular tiny original location in Boston’s smallest official neighborhood, Bay Village, the team behind the original is eager to deliver the same egg-forward sandos plus more to High Street Place in their biggest space to-date. Their flagship sandwich, The Fancy, consists of two fried eggs, bacon, cheddar, avocado, red onions and house mayo on multigrain bread while The Breakfast Grilled Crack is served with a fried egg, 2x bacon, American, cheddar, swiss and Gruyère on buttered sourdough.



**Mother Juice** – With a mission to spread love through healthy food and make plant-based eating fun, this female-owned organic, cold-pressed juice shop was Boston's first of its kind, and immediately ignited the city's juice scene after it swung open the doors of its first location in 2014. High Street Place is now the fourth location for Mother Juice, and customers will be able to enjoy the usual suspects, including signature juices like the Kale Yeah Juice with organic kale, spinach, celery, cucumber, apple, pineapple, mint, and ginger, as well as smoothies, health shots, breakfast bowls, toasts, salads, vegan treats, meal kits and juice cleanses. As the seasons change, so do Mother Juice's ingredients. But one thing remains the same: Mother Juice's commitment to turning everyone on to how great vegan food and snack options can really be.

**Newburyport Brewing** – Celebrated North Shore craft brewing destination, Newburyport Brewing, will debut its second tasting room at High Street Place. Driven by the mantra of #goodtimesahead, Newburyport Brewing will bring its award-winning premium beers to its dazzling new High Street space, complete with 12 taps, including one devoted to a gluten-free offering. Guests can expect to find classic Newburyport brews like Plum Island Belgian White, 2016 World Beer Cup Bronze Medal Winner, and the wildly popular Green Head IPA, as well as new brews such as its hazy New England style Overboard NEIPA. There will also be exclusive collaborations with some of New England's best breweries throughout the year. Plus, guests can expect to find beers from the brewery's highly creative, small batch 1635 Series line, including the High Street Double IPA.

**North East of the Border** – As Boston's only authentic Mexican food truck, North East of the Border first built its loyal following on the Greenway and now expands into its first brick and mortar location at High Street Place. Expect extra fresh guacamole, a range of traditional Mexican tacos such as Carne Asada de Raja Tacos with tender marinated flank steak, strips of poblano peppers and onions and queso fresco served on a corn tortilla and Baja Fish Tacos with beer battered white fish topped with a cilantro slaw and chipotle cream sauce in a corn tortilla. Refreshing sangria and delicious frozen margaritas will also be available.

**Pennypacker's** – Boston's authority in all things porchetta brings its love of roasted meats to High Street Place with a menu of sandwiches, salads, and bar snacks built around the star of the show - slow roasted, skin-on pork that's marinated in a mixture of rosemary, garlic and fennel. The Pennypacker team's Porchetta Sandwich, served on a house ciabatta roll with broccoli rabe, onions agrodolce or seasonal mostarda, has generated a cult following of pork lovers who are sure to flock to this new location.

**Tenderoni's** – Tiffani Faison brings another fun concept to High Street Place in the way of old school pizzas and grindahs. Throwing it back to the 70s and 80s, Tenderoni's will turn out 2 1/2 foot long pies with crave-able chewy crusts, loaded with cheese and crisped to perfection. Expect the kind of pies that strike that magical note between nostalgia and obsession, such as Sausage 'N Pepps with red, hot Italian sausage, onions & peppahs and Chickie Chickie Boom with spicy Q, roasted chicken, fontina, red onion, and pickles alongside a menu of overloaded hot and cold grindahs and fresh hearty salads. Vino as well as grab & go bottled beers and sodas will also be available.

Wheelhouse – This “Best of Boston” Best Burger winner, known for its amazing variations, from the popular Chuck Norris featuring onions smashed into the patties, bacon, housemade BBQ sauce and cheddar cheese to The Man Cave with bourbon onions, bacon, beer cheese and chopped cherry peppers, literally has a burger for everyone’s tastes. Everything on the menu, including breakfast items such as the Breakfast Fried Rice with sausage and a sunny-side egg, lunch sandwiches, Boozy Milkshakes, and sides are made entirely in-house.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540