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Chef Miller team opens Sin City Superette

July 29, 2022 - Retail



Rachel Miller

Lynn, MA The team behind Nightshade Noodle Bar, chef Rachel Miller's award-winning French and Vietnamese inspired fine dining restaurant, celebrated the opening of a new community market in their beloved "sin city." Sin City Superette's mission is to make healthy foods and other everyday necessities available to the neighborhood, including grocery staples, pantry items, household essentials, hygienic supplies, grab-n-go hot and cold prepared foods, and so much more. Miller works with local farmers, produce vendors, fishermen/women, and chefs to bring in a variety of products to the market, while ensuring as much accessibility and affordability as possible, accepting EBT payments and soon offering delivery of groceries and all other available items.

During the pandemic, Lynn-resident Rachel Miller and her team recognized a lack of affordable and accessible breakfast options in the area, so they began conceptualizing Sin City Superette as a response to filling the void, then looked to the local community for input on what else was missing and necessary for the neighborhood to continue thriving throughout the pandemic. Today, in addition to breakfast, Sin City Superette offers quick and nutritious lunch options as well as an array of groceries and "loosies," individual personal- and health- care items such as Advil, Kleenex, baby shampoo, feminine products and more.

"It means a lot to me to provide everyday essentials, affordable raw, hot and cold prepared foods and offer more EBT to my neighborhood as we all continue to recover from the pandemic," said Rachel Miller, executive chef/owner, Nightshade Noodle Bar & Sin City Superette. "The idea for Sin City Superette stemmed from pandemic response, realizing that we could be so much more useful to the community, while creating more jobs in our growing neighborhood, if we rearranged our resources and extended our reach beyond what Nightshade Noodle Bar was built to offer."

Expanding Miller's love of seafood beyond Nightshade Noodle Bar's four walls, Sin City Superette offers the community a variety of fresh seafood, ranging from local staples like mussels and fresh lobster meat from Maine, to exotic finds like Gooseneck Barnacles and Carabinero Prawns from Portugal, and live Dungeness Crab from Washington. In an effort to "normalize high-quality, low-priced caviar," Sin City Superette also offers ramekins of creme fraiche, recommending patrons grab a bag of chips to pair. Grab-and-go items from "the hot box" include the Sin City Burger, made with Sin City Sauce, Cheddar, Pickles and Onion on a Potato Roll, and the Vegan Black Bean & Corn Burger, topped with Plant-Based Cheddar and Pickles, served on a Vegan Roll. Additionally, Sin City Sushi, a HACCP certified operation within Sin City Superette, will operate 5 days a week, stocking both grab-n-go sushi items and made-to-order items for lunch and dinner.

Located at 71 Exchange Street in Lynn, Massachusetts, Sin City Superette is open Wednesday-Sunday, 8AM-8PM and is located on the commuter rail (Central Square Station), 3 stops from North Station.

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