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**PHOENICIA SPECIALTY FOODS DOWNTOWN CELEBRATES  
A FLAVORFUL GRAND OPENING**

*Gourmet Downtown Market Opens in September*

HOUSTON, TX (September 1, 2011)—Houston’s international food market, Phoenicia Specialty Foods will open its new downtown location in September on the ground floor of the One Park Place luxury residential high-rise, across from Discovery Green Park. The international foods market is expanding, offering foodies two locations—one in West Houston and now in Downtown. As Downtown’s first one stop, gourmet grocery store, Phoenicia Specialty Foods is the ultimate experience in urban grocery shopping and dining.

“At Phoenicia, customers can experience the flavors of the world without ever leaving downtown,” said Haig Tcholakian, Phoenicia Specialty Foods Co-owner. “We are thrilled to be Downtown Houston’s newest foodie experience.”

Houstonians will find Phoenicia Specialty Foods Downtown to be a destination for quality culinary products, delicious hand-made pastries and artisanal goods, as well as a one-stop shop with fun housewares and basic household goods. The market features quality meats, cheeses, exotic fresh seafood flown in daily, a 25-foot olive bar, and a wine and beer department noted for its unique, boutique offerings.

Prepared meals to go, a sandwich station, salad bar and bakery items prepared daily by European and Mediterranean chefs will make meal planning easy and enjoyable.

The market is equipped with a 150-foot conveyor belt that transports freshly baked pita bread from the market’s mezzanine bakery to customers on the ground floor. Another conveyor belt will deliver specialty pizzas and flatbreads to the bakery department where hungry patrons can satiate their palettes. Phoenicia’s famous shawarma will be carved on-site from vertical broilers in the market grille department.

Phoenicia Specialty Foods Downtown also includes MKT Bar, an eclectic wine and beer bar, offering freshly prepared gourmet pizza and signature fare, along with decadent coffee, gelato and pastries. In the evening, MKT Bar will be a late-night hot spot, contributing to the energy of downtown Houston. The industrial chic atmosphere features modern artwork and furniture, juxtaposed with vintage barstools, antique mirrors, recycled glass light fixtures and a brick art wall inviting urbanites to sit at the epicenter of Downtown happenings. Large 8 to 12 person metal and natural wood tables invite spontaneous group gatherings or planned out-of-office meetings, while cozy bench seating provides a hip, intimate escape for couples. MKT Bar has its own entrance on McKinney Street, inviting extended hours for late-night eating, drinking and entertainment. Once the market is closed

“The MKT Bar at Phoenicia Specialty Foods Downtown gives patrons the option of enjoying our signature dishes while having a glass of wine or an international beer in a hip and relaxed setting,” said Haig Tcholakian, Phoenicia Co-owner. “MKT Bar is a dynamic environment to offer our customers a place to gather.”

A complimentary, onsite-parking garage and catering and delivery services for downtown neighbors make shopping at Phoenicia enjoyable and hassle-free.

Phoenicia Specialty Foods Downtown is located at One Park Place, 1001 Austin Street, Houston TX, 77010 at the corner of Austin Street between McKinney and Lamar. Hours are Monday-Friday 7 a.m.-9 p.m., Saturday-Sunday 9 a.m.-8 p.m. Phoenicia MKT Bar will have extended hours: Monday-Wednesday 7 a.m.-9 p.m., Thursday 7a.m.-2 a.m., Friday-Saturday 9 a.m.-2 a.m., and Sunday 9 a.m.-8 p.m. The market offers food lovers more than 6,000 products from more than 50 countries at down-to-earth prices. Phoenicia Specialty Foods is owned and operated by the Tcholakian family. In addition to the Downtown market, the family runs the three-decade successful Arpi’s Phoenicia Deli located at 12151 Westheimer Road, and the West Houston Phoenicia Specialty Foods location at 12141 Westheimer Road. For more information, visit [www.yumstop.com](http://www.yumstop.com), call 281.558.8225 or email [info@phoeniciafoods.com](mailto:info@phoeniciafoods.com).

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## **MKT BAR BRINGS FLAVOR TO DOWNTOWN**

### *Phoenicia Specialty Foods To Open Happy Hour Hotspot*

HOUSTON, TX (September 1, 2011)-Family-owned and operated Phoenicia Specialty Foods, Houston's premier, international food market, introduces MKT Bar, an eclectic wine and beer bar, that will open alongside Phoenicia Specialty Foods' new downtown location in September. Poised at the corner of Austin Street between McKinney and Lamar, MKT Bar will be open from breakfast through late-night, serving a variety of boutique wines and beers, gourmet pizza and signature fare, along with decadent coffee, gelato and pastries.

"In addition to the market, we wanted to create a fun, intimate atmosphere that encourages gathering," says Haig Tcholakian, Phoenicia Specialty Foods co-owner. "Bringing a new vibe to downtown, MKT Bar will be the perfect gathering spot for people to casually meet while enjoying flavorful international cuisine, beers and wine."

In the evening, MKT Bar will contribute to the energy of downtown Houston. It will feature an industrial chic atmosphere, but still warm and inviting, with the capacity to seat more than 250 customers. The space features vintage bar stools, antique mirrors, recycled glass light fixtures and a brick art wall inviting urbanites to settle in at the epicenter of Downtown happenings. Large 8 to 12 person tables made of metalwork and natural woods invite spontaneous group gatherings or planned out-of-office meetings, while cozy bench seating provides a hip and intimate escape for couples. MKT Bar has its own entrance, on McKinney Street and extended hours for late-night eating, drinking and entertainment. MKT Bar hours will be Monday-Wednesday 7 a.m. – 9 p.m., Thursday 7 a.m.2 a.m., Friday-Saturday 9 a.m.2 a.m., and Sunday 9 a.m. 8 p.m.

The new Phoenicia Specialty Foods Downtown is located in the heart of the city with neighboring, highly trafficked landmarks such as Discovery Green Park, George R. Brown Convention Center, and Minute Maid Park. Phoenicia will offer a delicious, one-stop shop stocked with all of the original market's signature food favorites. These include prepared meals, a sandwich station, salad bar, and a bakery with selections prepared daily by European and Mediterranean chefs. The market also will feature a fresh pizza corner, quality meats and cheeses, exotic seafood and gourmet gelatos. The market will be equipped with a 150-foot conveyor belt that will transport freshly baked pita bread from the market's mezzanine bakery to customers on the ground floor. Phoenicia Downtown will also feature a coffee house, a free, onsite-parking garage and catering and delivery to downtown neighbors. Phoenicia Specialty Foods Downtown will be located across from Discovery Green at One Park Place, 1001 Austin Street, Houston TX, 77010.

The market offers food lovers more than 6,000 products from more than 50 countries at down-to-earth prices. Phoenicia Specialty Foods is owned and operated by the Tcholakian family. In addition to the market, the family runs the three-decade successful Arpi's Phoenicia Deli. The West Houston Phoenicia Specialty Foods is located at 12141 Westheimer Rd. For more information, visit [www.yumstop.com](http://www.yumstop.com), call 281.558.8225 or email [info@phoeniciafoods.com](mailto:info@phoeniciafoods.com).

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## **PHOENICIA SPECIALTY FOODS DOWNTOWN AT A GLANCE**

**Concept:** Phoenicia Specialty Foods Downtown is a destination for quality culinary ingredients, delicious hand-made confections and artisan goods, as well as a one-stop shop for household items. The family-owned, one-stop, market offers food lovers more than 6,000 products from more than 50 countries at down-to-earth prices.

**Cuisine/Products:** The market features quality meats, cheeses, exotic seafood flown in daily, a 25-foot olive bar, and a wine and beer department noted for its unique boutique offerings. Desserts are prepared daily by authentic European and Mediterranean chefs. In addition, Phoenicia Specialty Foods features a unique 150-foot conveyor belt that transports freshly baked pita bread directly from the ovens on the second floor bakery to hungry customers below.

Prepared meals to go, a sandwich station, salad bar and bakery items are also available. Phoenicia Specialty Foods also houses basic household items and housewares. MKT BAR offers freshly prepared gourmet pizza and signature fare, along with decadent coffee, gelato and pastries.

**Executive Chef:** Jason Jones

**Pastry Chef:** Don Wolesslagle

**Facility:** The 28,000 square foot, state-of-the-art market is located on the first floor of Downtown's One Park Place high-rise across from Discovery Green.

In MKT Bar, the industrial chic atmosphere features vintage architect bar stools, antique mirrors, recycled glass light fixtures and a brick art wall. Large 8 to 12 person tables made of metalwork and natural woods offer inspiration for spontaneous group gatherings or planned out-of-office meetings and cozy bench seating provides a hip escape for mod-couples. MKT Bar has its own entrance, separate from the market.

**History:** In 1983 Bob and Arpi Tcholakian, formerly of Lebanon and of Armenian descent, opened Phoenicia Deli, a 2,500 square-foot, Mediterranean-style delicatessen and grocery near Beltway 8 on

Westheimer Road. In 1992, Phoenicia Deli leased space to store the many imported goods they were receiving. Soon, retail and wholesale customers started going to the storage space for a case of their desired hard to find specialty items, and eventually this grocery section became a small specialty foods market. In 2006 the family further branched out and opened Phoenicia Specialty Foods, a 55,000 square foot international food market across the street from the deli. The deli, now called Arpi's Phoenicia Deli, as a tribute to the family matriarch, recently moved to a larger location adjacent to the food market. In September, the Tcholakians will further expand their enterprise with Phoenicia Specialty Foods Downtown.

**Phoenicia Specialty Foods Hours:** Monday-Friday 7 a.m.-9 p.m., Saturday-Sunday 9 a.m.-8 p.m.

**MKT Bar hours:** Monday-Wednesday 7 a.m.-9 p.m., Thursday 7 a.m.-2 a.m., Friday-Saturday 9 a.m.-2 a.m., and Sunday 9 a.m.-8 p.m.

**General Manager:** Haig Tcholakian

**Location:** One Park Place, 1001 Austin Street, Houston TX, 77010 at the corner of Austin Street between McKinney and Lamar.

**Parking:** Complimentary onsite parking garage

**Phone:** 832.360.2222

**Fax:** 832.360.2200

**Website:** [www.yumstop.com](http://www.yumstop.com)

**Credit cards:** MasterCard, Visa, American Express, Discover

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## **Jason Jones, Executive Chef**

Jason Jones joins the Phoenicia Specialty Foods family as executive chef of the downtown location. Jason will oversee the creation of prepared foods, MKT Bar menus and catering dishes.

Jason brings 21 years of food industry experience in both pastry and savory, with 12 of the years in executive level management. He specializes in multi-unit management and restaurant openings, building on a positive foundation of innovative taste, presentation and outstanding attention to customer service.

Prior to becoming a member of the Phoenicia team, Jason was the corporate executive chef at Hospitality USA overseeing kitchen operations for 22 restaurants in Texas, Colorado and Oklahoma. As personal chef to Nancy Brown Negley (daughter of George R. Brown), Jason prepared meals for A-list guests including Former President and First Lady George and Barbara Bush, Former Secretary of State James Baker and Faye Sarofim. He's also held positions as executive chef at Prince Food Systems, Inc. and executive pastry chef at Café Noir.

In 2005, Jason was selected to work at The Food Network in New York City as a Food Stylist. In preparing food according to script for many of the shows filmed at the studio, Jason worked directly with celebrity chefs Emeril, Sara Moulton, Rachel Ray and Bobby Flay. He also worked on food segments with Good Morning America. Jason studied at Le Cordon Bleu Culinary Arts, graduating first in class.

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## **Don Woleslagle, Pastry Chef**

Don Woleslagle joins the Phoenicia Specialty Foods team as the Downtown Pastry Chef. Don will oversee pastries, cakes, cookies and confections at the new location.

Prior to being named pastry chef for Phoenicia, Don was the club level executive chef at Reliant Stadium for the Houston Texans. Don has also held positions as executive pastry chef and bakery manager at Croissant Brioche French Bakery & Café, Cakeland Café, Omni Hotel Houston, The Acute Catering Company and Ruggles at Enron Field.

His extensive list of awards and accolades include Dessert Winner-Washington Apple Cooking Competition, Best of Show-Southwest Culinary Arts Salon in Dallas, TX, Apprentice of the Year-Texas Chef's Association, Silver and Bronze Medals-Texas Chefs Association in Beaumont, TX, Bronze Medal-Sysco Food Show in Austin, TX. Don studied in the Houston Community College Culinary Arts Program and is currently a member of the American Culinary Federation.

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## **Muhammara**

### **Ingredients**

2 19-oz. jars Zergut Ajvar, mild



1 cup Tukas Anatolian paprika sauce  
5 Tbs Sera mild pepper paste  
2 Tbs cumin  
3 Tbs Cortas pomegranate molasses  
3 cups walnut pieces (about 8 oz.)  
2 cups breadcrumbs, finely ground (about 9 oz.)  
1-cup olive oil, extra virgin

### Instructions

1. Drain all liquid away from canned ingredients.
2. In a large mixing bowl, combine all ingredients and toss well.
3. Process the mixture in batches in a food processor and process until semi-smooth.
4. Mix well in flavor. Taste and adjust seasoning, if needed



Muhammara



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## **Chicken Nut Couscous**

### **Ingredients**

- 1 16oz bag couscous, uncooked (medium sized)
- ¼ cup bell pepper (any color)
- ¼ cup red onion
- ½ bunch fresh cilantro, leaves only
- ¼ cup zucchini
- ½ bunch scallions
- ¼ cup celery
- 1-cup rotisserie chicken, meat shredded (about 8 oz.)
- ½ cup cooked wild rice
- 1 tsp black ground pepper
- 1-1/2 tsp kosher salt
- 1-1/2 tsp ground turmeric
- ½ cup golden raisins, packed
- ½ cup vegetable oil
- ½ cup almond slivers
- 2 cups water

### **Instructions**

1. Wash all vegetables.
2. Cut bell peppers and red onions into a small dice. Place into a medium sized bowl.
3. Deseed and cut zucchini into a small dice.
4. Trim scallions. Chop into ½" pieces.
5. Cut celery into small dice.
6. In a medium stockpot, bring water to a boil. Add turmeric, salt and oil. Return to boil and remove from heat.

7. In a hotel pan, add couscous and pour hot turmeric water over couscous. Mix well and cover with plastic wrap for 35 minutes. Remove plastic wrap. Separate couscous through a metal mesh strainer to drain and fluff up couscous.
8. Transfer couscous to a lined sheet tray and place in refrigerator for 25 minutes or until cooled. Use a strainer to fluff up and separate couscous.
9. In a large mixing bowl, combine all remaining ingredients except raisins and almonds. Fold well to evenly distribute. Add raisins and almonds and fold again.



Chicken Nut Couscous

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## **Slow Roasted Lamb Shank**

### **Ingredients**

- 1 tsp salt
- 1 tsp ground black pepper
- 1 tsp paprika
- ½ tsp dried rosemary
- ½ tsp dried thyme
- 1/3-cup olive oil
- 4 large lamb shanks (about 5 pounds)
- 1 large onion, ½" sliced
- 1 red bell pepper, seeded and sliced
- 10 garlic cloves, peeled
- 2 cups beef broth or water
- ½ cup dry white wine

### **Instructions**

1. Mix paprika, rosemary, thyme, salt and black pepper together in a small bowl and set aside.
2. Heat oil in a heavy large wide pot over medium-high heat. Add shanks to pot. Cook until brown on all sides, about 15 minutes. Transfer shanks to a large bowl. Drain pot until only 2 tablespoons of oil remain.
3. Add onion and bell pepper to the same pot. Sauté over medium heat until vegetables begin to soften, about 3 minutes. Remove from heat.
4. Return shanks to pot. Add seasoning mix and garlic cloves. Cover with foil and then lid.
5. Preheat oven to 350° F. Place pot in oven and braise lamb until tender, about 1-1/2 hours.
6. Remove from oven. Strain liquid into a small pot. Add wine and cook over high heat to boil liquid down to thicken slightly. (Keep lamb shanks warm.)
7. Place 1 lamb shank on each of 4 plates. Season sauce to taste with salt and pepper. Spoon sauce and vegetables over lamb and serve.



Slow Roasted Lamb Shank