

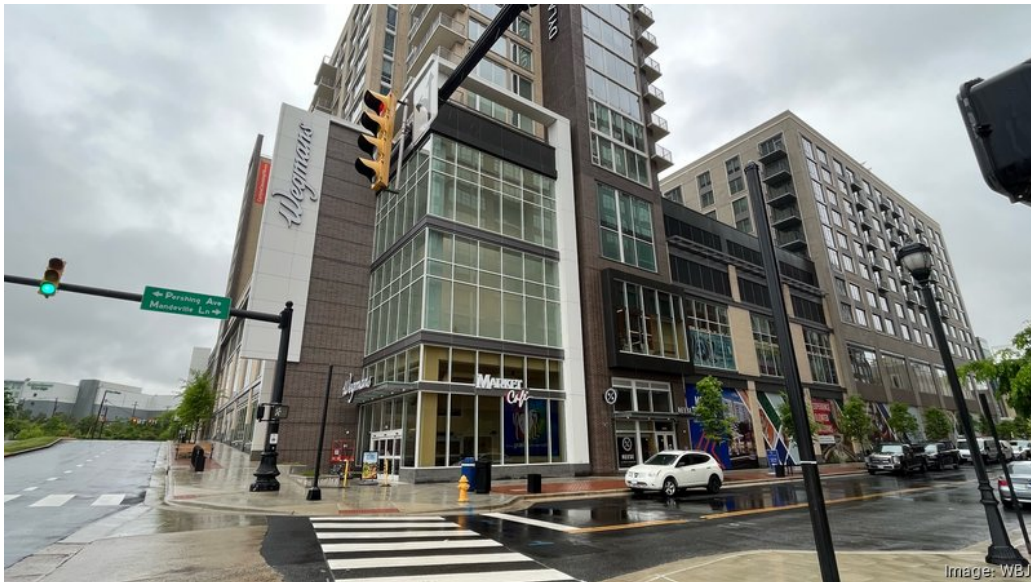
From the Washington Business Journal:

<https://www.bizjournals.com/washington/news/2022/07/12/wegmans-carlyle-crossing-lands-restaurant-bakery.html>

SUBSCRIBER CONTENT:

Wegmans-anchored Carlyle Crossing lands two more retail tenants

Jul 12, 2022, 6:00am EDT



Daniel J. Sernovitz/WBJ

The Wegmans opened in May at 1150 Stovall St. in Alexandria's Carlyle neighborhood.

Ted's Bulletin and its sister, Sidekick Bakery, are coming to Alexandria.

Catalogue, the restaurant group behind the brands, has signed on for space at Carlyle Crossing, the mixed-use project a short walk from the Eisenhower Avenue Metro station. The 1.7 million-square-foot project, located by Eisenhower Avenue and Telegraph Road, is anchored by a Wegmans Food Market that opened in May.

It will be the second paring of Ted's, the restaurant chain Steve Salis and Salis Holdings acquired in 2017, and Sidekick, its offshoot bakery — their first combined location opened in Ballston in 2019. Salis has had his eye on Alexandria's Carlyle neighborhood for a while, he said, and believes that district is gaining the kind of momentum that calls for an all-day business like Ted's.

"There's an immense underserving in what I'll call south Alexandria," Salis said. "We felt like, in light of the growth taking place down there — commercially, residentially and the like — we felt like this was a great area to plant a flag."

The 4,828-square-foot Ted's and 2,089-square-foot Sidekick will share kitchen space in the new location. A team led by Todd Shugarman, of Green Light Retail Real Estate Services, represented Catalogue in the lease, while a KLNБ team that included Dimitri Georgelakos, Jake Levin and Beth Sargent represented the landlord.

Developer Stonebridge, with partner Creek Lane Capital, began leasing the first of Carlyle Crossing's 741 residential apartments late last year. The development is slated to include 210,000 square feet of restaurant and retail space, including the 81,300-square-foot Wegmans, 3 acres of green space and on-site parking for more than 1,550 cars.

The KLNБ leasing team sought tenants that could help active the development's plaza area, Sargent said, and Ted's outdoor seating fit that bill. "That definitely fills our needs there," she said.

Salis split off Catalogue earlier this year from his Salis Holdings, allowing the former to focus more exclusively on its network of brands, including Kramers, Federalist Pig and Honeymoon Chicken. That, in turn, allowed it to crossmarket those brands via, for instance, Ensemble Digital Kitchen, a platform through which

customers can order from multiple Catalogue businesses in one motion.

Salis and Catalogue have also been testing out other ventures, including Pizza TBD, which sells carryout pizza through its Ensemble platform. It's also experimenting with a pop-up location at Hook Hall for its Michelin Bib Gourmand-scoring Federalist Pig ahead of its planned new location in Hyattsville.

Carlyle Crossing is part of a broader expansion plan for the restaurateur, which also plans new Ted's restaurants in NoMa and Ashburn. Salis said it's too soon to say how well Sidekick will perform outside of Ballston, where it functions as a restaurant within a larger restaurant, or if he'll colocate those brands in more places.

"We think there is a symbiotic relationship between Ted's and Sidekick," Salis said. "We can help both brands grow."



Daniel J. Sernovitz

Senior Staff Reporter - *Washington Business Journal*

WASHINGTON **BUSINESS JOURNAL**