



SLOSS
REAL ESTATE

The Blueroot Company To Open Its Flagship Location in Pepper Place *Healthy, produce-forward eatery coming to Dr. Pepper Building*

BIRMINGHAM, Ala. – June 16, 2020 – The **Blueroot** Company will be joining Pepper Place’s celebrated culinary scene later this year. Serving as **Blueroot**’s flagship location, the 1,700 square-foot brick-and-mortar eatery will be located in the heart of the Pepper Place district. The fast-healthy concept brings delightful, delicious and nutrient-dense foods – including its signature salads, grain bowls, breakfast bites, and superfood snacks – to the Birmingham community for everyday enjoyment with an edge of simple convenience.

The Pepper Place flagship will serve as **Blueroot**’s home base for its customers as well as its catering and production operations. It builds on the company’s small outpost in Mountain Brook Village (coming this summer) by offering extended hours and a more robust menu, including customized salads, toasts and smoothies.

After relocating to the Magic City from New York City, owner Jennifer Ryan sought to close the food gap for healthful, everyday eating in Birmingham by offering the experience of convenient, whole, local foods. The West Coast native leans heavily on seasonal produce and nutrient-rich ingredients in **Blueroot**’s menu, which sits playfully on the line between health nut and foodie.

“Growing up in southern California heavily influenced my view on health and nutrition. I harnessed early lessons about eating whole foods for energy and sustenance, and tried to apply those lessons while playing Division I athletics, working full time in New York, or traveling for my job,” said Ryan. “When my husband and I moved to Birmingham, we celebrated the burgeoning food scene, but lamented the lack of healthy, convenient choices. **Blueroot** was born to bring a bright and healthy option to our Birmingham community, especially for those on the move.”

Blueroot also marries the two elements Ryan loved most about the Birmingham culinary landscape and brings them directly to her customers: locally sourced produce and locally cultivated talent. When it came to the latter, Ryan found her complement in expertise and vision in local talent Robin Bashinsky, whom she brought on as the company’s chef. With a background in fine dining and two James Beard Awards, Bashinsky will continue to build flavor-punching items that showcase whole, healthy and seasonal ingredients. Birmingham can expect a menu that expands on some of **Blueroot** fan favorites, like the Not Your Mama’s Rice Crispy Treat and seasonal salads, including The Farmstand.

“**Blueroot** represents another successful graduate of the Market at Pepper Place taking brick-and-mortar space inside Birmingham’s city limits,” noted Sloss Real Estate Chief Operating Officer Tom Walker. “We are proud that yet another female entrepreneur has chosen Pepper Place as home for her flagship location and that she has done so in such an unsure time. **Blueroot** will complement the district’s authentic tenant lineup, which is comprised of creative offices, burgeoning retail stores and award-winning restaurants. Pepper Place strives to partner with high-level operators as tenants, and we believe Jen and her team are exactly that.”

For more information on Sloss Real Estate or The Blueroot Company, visit [slossrealestate.com](https://www.slossrealestate.com) or [bluerootco.com](https://www.bluerootco.com). To learn more about the Pepper Place district, please visit [pepperplace.com](https://www.pepperplace.com) or follow on [social media](#).

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