

## PRESS RELEASE

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### **University Properties Welcomes two new Merchants to the Audubon/Whitney Arts & Retail District**

**New Haven, Conn** – University Properties welcomes two new merchants to the Audubon/Whitney Arts and Retail District in downtown New Haven. *Katalina's Bakery* and *Pure Health Lounge* will offer health conscious menus that contribute to the district which is becoming New Haven's center for health, wellness, family shopping and dining.

Kathy Riegelman, a long time New Haven resident and owner of Katalina's, has searched for the perfect bakery location for over 5 years. After researching the strong student population in New Haven and the vibrant Arts community in the district, Katalina's has found its home at 74 Whitney Avenue. The Bakery will offer baked goods including cookies, cakes, brownies; vegan and gluten free options and feature Katalina's famous cupcakes. All items will be baked on site and will be made from locally grown, seasonal ingredients.

"Since I opened my first business in 1993, I have seen that the variety of customers in New Haven makes it a perfect destination to open a bakery like Katalina's," said Riegelmann, who teaches fitness classes at Yale University. "I am very excited to provide the community with wholesome baked goods that meet the needs of New Haven's health-conscious population."

Across the way from Katalina's, Ray and Patty Sbrega will be introducing Pure Health Lounge at 99 Audubon Street. Pure Health is a franchise concept created by Fresh & Healthy Brands that "offers a healthy alternative suited for today's active lifestyles." Customers will be able to enjoy smoothies, salads, paninis, frozen yogurt, juice blends, wheat grass power shots, and other healthy, delicious, treats. Pure Health's menu will feature natural enhancing ingredients and no added sugars.

"Having been in the marketing field for more than 35 years, I can tell that New Haven is the ideal location for Pure Health because the consumers here are supportive of a fresh, healthy lifestyle," said Mr. Sbrega.

"University Properties is excited to welcome both Katalina's Bakery and Pure Health Lounge to Audubon Street and Whitney Avenue," said Abigail Rider, Director of University Properties. "Katalina's and Pure Health Lounge will be complimenting the great array of University Properties tenants including Katahdin Furniture, Clark's Pizza, Amadeus Center for Health & Healing, Gourmet Heaven, Gilden's Jewelers and Moe's Southwest to make the Audubon/Whitney District a vibrant destination for New Haven consumers."

Yale University is an active partner in creating a vital downtown and promoting New Haven's economic development through its community investment program, and as a result is one of the largest payers of real estate taxes in New Haven.

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