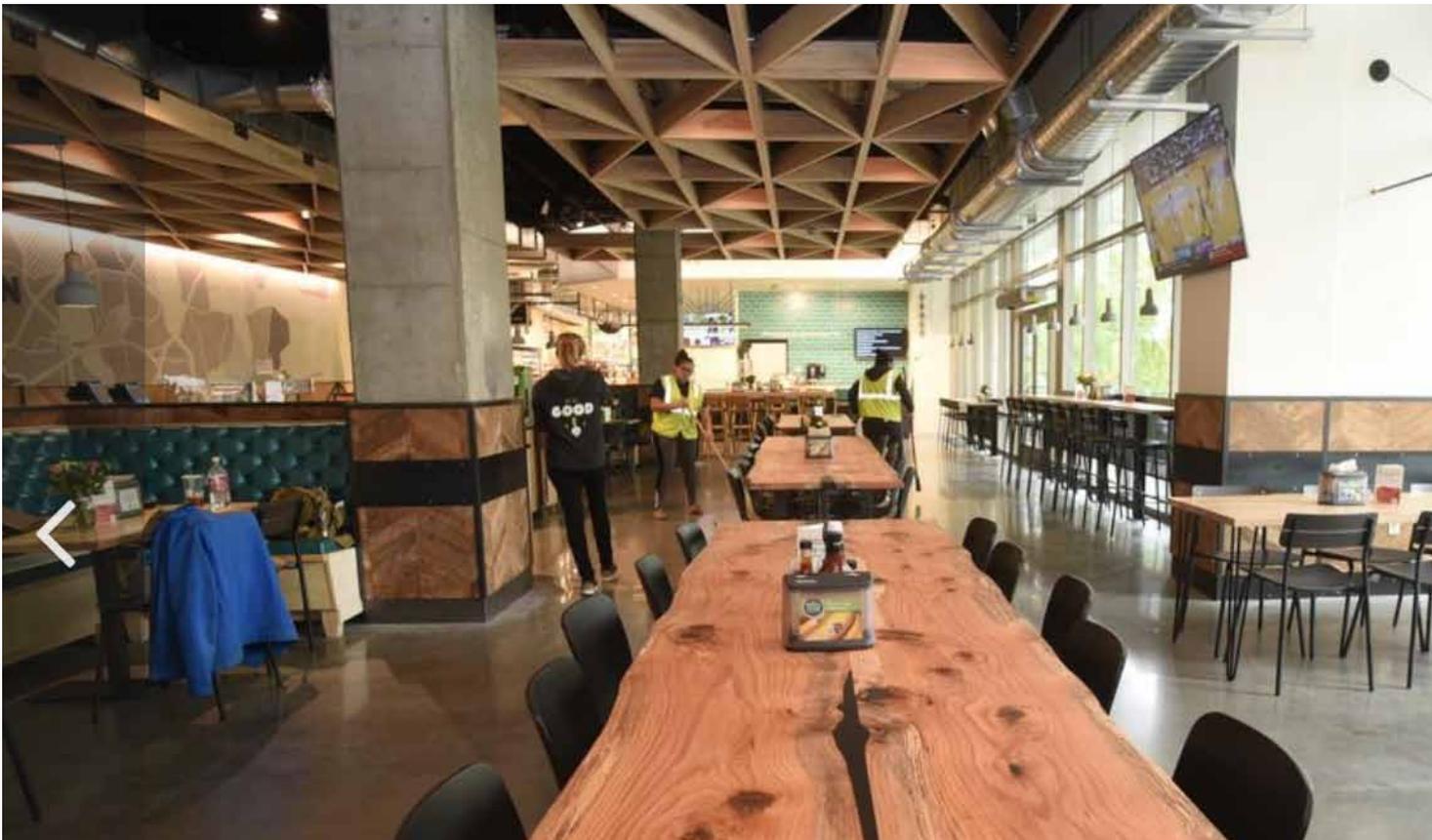


This new Whole Foods in Atlanta is an 'adult playground'



By **Amy Wenk** – Atlanta Business Chronicle Apr 9, 2019, 6:00am EDT

A build-your-own avocado toast bar. A veggie butcher. Fresh-squeezed juice and made-to-order grain bowls. A rooftop space with Adirondack chairs and cornhole. Trivia nights, open mic and even “drag” bingo.

These are just few things to expect at the new Southeast flagship Whole Foods Market, which opens today in Midtown.

“It’s going to be like an adult playground,” Bobby Turner, Whole Foods’ regional president of the South region, said on a tour of the 70,000-square-foot store. It occupies four levels at the “Icon” apartment tower at

14th and West Peachtree streets.

Oh yeah, and there are crystals buried in the store. Whole Foods brings in Feng Shui expert Alex Stark to optimize the energy of its stores. One of his techniques is to bury clear quartz in the concrete slabs. “It helps reduce the negativity,” Stark said.

No doubt the store will appeal to hungry workers and residents. It has four eateries inside.

A Farmburger opens this summer.

There’s a ground-floor coffee shop that sells wine and beer, along with biscuits from Callie’s Hot Little Biscuit.



The 14th Street Bar is the large eat-in space for customers that pours local brews including New Realm, Three Taverns and Creature Comforts. It features space inside for 111 people, an outdoor patio overlooking 14th Street and a screened-in porch. Some of the tables were built from trees collected from the site.

The rooftop terrace, called Canopy Court, has a shipping container restaurant serving sandwiches, along with games and skyline views overlooking 14th Street.

The store marks Whole Foods' 500th location. Whole Foods Market Inc. is also relocating its Southeast office to Midtown, just a short walk down 14th Street. It will take two floors of a new office building planned for the massive overhaul of Colony Square.

"It's about being in the heart beat of Atlanta," Turner said.

