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For more information contact Beau Young, Aronov Realty Management, 334-277-1000

## **Aronov Introduces New-to-the-Market Retailers at Zelda Place**

*Montgomery, Alabama* - Aronov Realty Management, Inc. recently announced two new retailers that will join the exciting line-up of retail and food choices at Zelda Place Shopping Center, mid-town Montgomery's premier shopping destination. The Egg & I Restaurant and Edible Arrangements will make their debut in the Montgomery market at Zelda Place this fall.

The Egg & I Restaurant will open at Zelda Place serving breakfast and lunch in the location formerly occupied by Nancy Paterson's Bistro. This is the second Egg & I Restaurant location in Alabama and the first in the Montgomery area. A casual, full-service breakfast and lunch restaurant concept, The Egg & I at Zelda Place will open seven days a week serving generous portions with creative menu items including frittatas, specialty omelets, several types of eggs benedict and many delicious "non-egg" items on the extensive breakfast and brunch menu. Lunch choices include chef-inspired sandwiches, generous salads and freshly-prepared, homemade soups.

"The Egg and I is committed to providing a breakfast and lunch experience that exceeds our guests' expectations by delivering exceptional food in a warm and comfortable environment, served fresh by our caring associates who are dedicated to making friends with our guests every day," stated Bob McGurk with The Egg & I Restaurants.

Edible Arrangements, another new-to-the-region retailer making its debut at Zelda Place, is America's leading purveyor of artistically designed fresh fruit arrangements. Whether you need an elegant center piece, a quick gift, or a delicious appetizer, Edible Arrangements' fresh-fruit arrangements make the perfect gift. The company specializes in creating delicious bouquets filled with fresh, hand sculpted fruit including strawberries, pineapple, grapes, apples, oranges, bananas, cantaloupe and honeydew. And many of the fruits can be hand dipped in gourmet chocolate.

"We are really excited about opening a new Edible Arrangements location at Zelda Place," said owner Michelle Wood. "Customers who are on the go can stop in to order or pick up delicious fresh fruit arrangements for all occasions."

Aronov developed, leases and manages Zelda Place, comprising 130,882 square feet and anchored by Publix Super Market.

"Aronov is pleased to once again bring new offerings to the market at Zelda Place, a property that continues to innovate with a customized mix of retailers and restaurants convenient to the entire market with its central, mid-town Montgomery location," stated Beau Young with Aronov.

About Aronov: Aronov is the largest privately-owned, fully diversified real estate company in the Southeast with over 150 properties, and provides acquisition, development, management, leasing and brokerage services at properties it owns and at properties owned by others. Leasing inquiries about

Zelda Place may be made to Beau Young at Aronov at 334-277-1000 or Beau.Young@Aronov.com. For more information about Aronov, visit [www.Aronov.com](http://www.Aronov.com).