

**NEWS**  
**FOR IMMEDIATE RELEASE**



**Mercantile and Mash and The Cedar Room To Open in September 2015**

*The Indigo Road to unveil culinary emporium and private event space in Charleston's historic Cigar Factory*

**CHARLESTON, S.C.** (July 30, 2015) – Adding to its family of restaurants, The Indigo Road will open two new concepts, **Mercantile and Mash** and **The Cedar Room**, this September at the Cigar Factory, a recently renovated mixed-use development located on East Bay Street.

**MERCANTILE**

Led by **executive chef Trey Dutton** and **general manager Christa Polinsky**, Mercantile will be a 7,500 square-foot gourmet foods and retail space that will celebrate local and regional vendors and purveyors, top quality ingredients and house-made goods. A grab-and-go menu consisting of sandwiches, salads and side items will be available, in addition to locally roasted coffee, select wines and craft beers. House-cured meats and regional cheeses will be showcased in the charcuterie to-go offering. Additionally, Mercantile will offer a Butcher's Box subscription in which customers can pick up hand-selected, top quality meats each month.

Expanding upon its culinary offerings, Mercantile's **pastry chef Anna Abram** will create freshly baked goods, pastries, pies, cakes and other sweet treats daily. The retail program will include culinary gifts, cookware and many other gastronomic food essentials including Middleton Made Knives, Southern Keep, Yeti Coolers, Le Creuset, All-Clad, Bourbon Barrel Foods, Bend, Georgia Olive Farms Extra Virgin Olive Oil, Food for the Southern Soul, Cutting Boredom Cutting Boards, as well as cookbooks from a collection of the Southeast's most notable chefs and authors.

**MASH**

Mash, located adjacent to Mercantile, is a 1,700 square-foot American whiskey bar with a thoughtfully crafted selection of domestic whiskeys and local beers led by **bar managers Jeremiah Schenzel** and **Teddy Nixon**. In addition to an extensive American-driven spirits collection and a menu of elevated bar food, Mash will offer entertainment options including bocce courts and 1980s arcade games.

"I'm intrigued by the food halls emerging in larger cities, and I'm particularly impressed with the high quality and diverse selection of products and services they offer," said **Steve Palmer, managing partner of The Indigo Road**. "After visiting a number of these, I was inspired to fill a growing need in Charleston with Mercantile and Mash where we will share our love for all things culinary."

## **THE CEDAR ROOM**

Located above Mercantile and Mash is The Cedar Room, a welcoming and refined space for private entertaining. Inspired by the original elements of the 1881 building, local architect David Thompson designed the 8,000 square-foot room to highlight historic elements including the wood columns, striking red sliding door, hardwood floors and large windows, to capture the view of the architecturally acclaimed Arthur Ravenel Jr. Bridge. Led by **director of private events Katie Powers**, The Cedar Room will offer a venue unparalleled to any other on the peninsula with flexible indoor and outdoor capabilities.

With a range of options designed to host weddings, social gatherings, corporate events, family-style and formal dinners, the versatile indoor space will accommodate up to 300 guests seated and 500 standing. Additionally, the comfortable 1,200 square-foot courtyard will accommodate 150 seated guests in a space enclosed by a beautiful brick wall and manicured landscape, making it ideal for outdoor ceremonies or receptions.

"Throughout construction, we've kept most of the original elements in place to showcase the building's authenticity," continues Palmer. "I look forward to bringing this old building back to life and sharing a piece of history with the community."

For updates, visit Mercantile and Mash [online](#) and on [Twitter](#), [Facebook](#) and [Instagram](#) and The Cedar Room [online](#) and on [Twitter](#), [Facebook](#), [Instagram](#) as well. Join the conversation with #mercantileandmash and #thecedarroomchs.

### **About The Indigo Road Restaurant Group**

The Indigo Road operates seven locations in downtown Charleston, S.C. including Oak Steakhouse, O-Ku, The Cocktail Club, The Macintosh, Indaco, Mercantile and Mash and The Cedar Room, as well as The Oak Table in Columbia, S.C. The celebrated restaurant group recently expanded further South with the opening of Colletta and a second location for Oak Steakhouse, both located in Alpharetta, Georgia's Avalon community. Led by managing partner, Steve Palmer, the established hospitality group operates with the highest attention to service and a dedication to the utmost in superior customer experience. As culinary and industry leaders, the Indigo Road also specializes in restaurant and hotel consulting services providing customized solutions for each. For more information, visit [www.theindigoroad.com](http://www.theindigoroad.com).

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