

**FOR IMMEDIATE RELEASE:**

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# ASTER HALL

C H I C A G O

## **Aster Hall Announces November 27<sup>th</sup> Opening**

*Chicago welcomes Aster Hall, an indulgent Gold Coast getaway.*

**CHICAGO, IL – (Nov 27, 2018) – [Aster Hall](#)**, the much-awaited new food hall at 900 North Michigan Shops opened today on November 27. Featuring 16 different food concepts in a completely renovated space, Aster Hall delivers a compelling range of chef-driven cuisine and cocktails within a luxe, yet inviting, ambience. Aster Hall is the end result of an ambitious collaboration between 900 North Michigan Shops and Hogsalt for the purpose of delivering a compelling new food experience on the Northern end of Michigan Avenue. Key partners include design & concept firm AvroKO, Brand Bureau, Development Management Associates, OKW Architects, and Pepper Construction.

A few things to expect from one of the most anticipated openings of the year:

1. **Dawn to Dusk.** Guests of Aster Hall will find selections to satiate cravings at any hour, from the morning commute straight through to dinner. Whether it's fresh-brewed coffee and an indulgent dunker from the Doughnut Vault, or an inspired burger and craft cocktail from Small Cheval, the new food hall offers gastronomic delights to savor day or night.
2. **Eclectic and Epicurean.** Under the guidance of Brendan Sodikoff, the acclaimed chefs of Hogsalt have created 16 completely different menus catering to a wide variety of palettes -- from ramen to rotisserie, seasonal salads to smoked meats, coffee to cocktails, and just about everything in between. For the first time ever, guests can sample an array of Hogsalt's celebrated cuisine, all under one roof.
3. **Classic and Crafted.** Cocktails are prepared with only the freshest, premium ingredients, taking care to honor the classics, and enlisting imagination to conjure up enticing new offerings to tantalize the palette. Whether the mood calls for a time-tested Manhattan, or curiosity tempts the sampling of something unknown, the sleek bar of Aster Hall Bar & Study will prove the perfect setting.
4. **Iconic and Impressive.** The oversized windows of Aster Hall offer scenic views of Lake Michigan, North Avenue Beach, and iconic Chicago landmarks like The Drake Hotel, Palmolive Building, and John Hancock. Whether tucked into a cozy booth or lounging in a group, guests will relish their front row seats to the excitement and bustle of Michigan Avenue below.
5. **Inviting and Inspiring.** AvroKO's San Francisco studio brought Aster Hall to life with a modern design nodding to a deconstructed arcade incorporating abstract flora elements, delightful, high/low touches, and a graphic identity by sister studio Brand Bureau. Aster Hall is rich in burnished brass arches, barrel-vaulted ceilings, stone communal tables, and blush Himalayan salt accents. The centerpiece of the double-height Oculus window, and a complete suite of custom-built furniture make the Hall a one-of-a-kind environment. A focus on ample natural light and spectacular views creates a space that is a perfect balance of market hall, bar, lounge, study, and more.

6. **High-Tech and High-Touch.** Intuitive touch screens allow guests to fully customize and expedite orders via kiosks located near both Level 5 entrances to the food hall. Once a guest's order has been placed, the screen will indicate from which food vault their order can be retrieved. From there, guests can select from a number of seating options on Level 5, or make their way up to Aster Hall Bar & Study on Level 6, for a more secluded, lounge-like ambience. A whole host of curators will be on hand throughout the venue to greet, guide, and cater to guests, ensuring a seamless and sublime experience.

High-res images available here: [Aster Hall Press Images](#).

### **About Aster Hall**

The sweeping, 22,000-square-foot food hall, located on the fifth and sixth levels of 900 North Michigan is part of an ongoing, thoughtful reimagining of 900 North Michigan Shops, the landmark lifestyle and shopping destination in the heart of the Gold Coast. In collaboration with Hogsalt, Aster Hall features 16 different food vaults including such favorites as Small Cheval, Green Street Smoked Meats and 3 Greens Market, as well as completely new concepts Lost Lily's, Boardwalk Seafood Co. and The Chocolate Bar. The vaults on Level 5 are open Monday through Saturday, 10a to 8pm; and Sunday, 10a to 6pm. Aster Hall Bar & Study on Level 6 is open Monday through Saturday 10am to 9pm; and Sunday 10am – 7pm. Hours may vary and are subject to change. Visit [www.asterhallchicago.com](http://www.asterhallchicago.com) or follow along on Facebook and Instagram @asterhallchicago #asterhallchicago.

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### **About 900 North Michigan Shops**

An iconic anchor of the Magnificent Mile and Gold Coast, 900 North Michigan Shops is an architecturally stunning 465,000-square-foot, seven-level experiential retail destination in the heart of Chicago. The property is currently undergoing a multi-phase renovation to enhance the sophisticated consumer-driven shopping center. Anchored by Bloomingdale's, 900 North Michigan Shops features more than 70 luxe retailers including a two-level Gucci, MaxMara, Montblanc, Tesla, BONOBOs, and Ariztia, and recently opened a 22,000-square-foot food hall, Aster Hall. 900 North Michigan Shops is owned by an affiliate of JMB Realty Corporation. Follow the development on Facebook, Instagram, Twitter and YouTube, or visit [www.shop900.com](http://www.shop900.com).

### **About Hogsalt**

Hogsalt is a Chicago-based restaurant group founded in 2010. Under the leadership of founder, chef, and CEO Brendan Sodikoff, Hogsalt rapidly grew from a single seat-of-the-pants storefront to today's 16-restaurant ensemble employing close to 1,000 people with a market valuation well north of \$50 million. Hogsalt is a first-tier force in the Chicago market and has branches in New York, Paris, and Las Vegas. Hogsalt's success has come from remixing fine-dining with more familiar food-genres to produce superb fare that is classy, unpretentious, and often playful. What's more, the sexy, taste-making sensibility isn't restricted to the food. Hogsalt restaurants are imbued with a subtle but pervasive sense of story-telling, reflecting a belief that dining is as much about sociability as it is the menu.

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