

HUGHES INVESTMENTS ANNOUNCES OLD EUROPE DESSERTS COMING TO BRIDGEWAY STATION

January 10, 2023 – Hughes Investments, Inc. is excited to announce Old Europe Desserts is coming to BridgeWay Station this Spring.

For nearly 30 years, Old Europe has been delighting customers at their original location in downtown Asheville, NC.

In 2015, Asheville businessman Bobby Daugherty, a former Vice President with Smith Barney and serial entrepreneur, made his first foray into the culinary industry by partnering with the original owner of the Old Europe Asheville location. That partnership proved to be extremely successful, and Daugherty parlayed that success into a new location in the Upstate. In the summer of 2019, Daugherty independently brought the high-quality craftsmanship and exquisite desserts to downtown Greenville, SC. Bobby's understanding and love for Greenville and the surrounding area originated from his football days at Furman University. While at Furman, he earned an Economics degree and helped lead the football team to victory in the 1988 national championship game.

While Old Europe Desserts in Greenville is no longer affiliated with the shop in Asheville, its inspiration and menu is very similar and pays homage to the authentic European roots and tradition.

Daugherty's choice to bring Old Europe to the West End in downtown Greenville has been met with tremendous success and popularity. The decision to open a new location at BridgeWay Station will give Daugherty the ability to expand Old Europe's celebrated reputation and reach new customers in a new walkable, mixed-use environment.

The menu at the Old Europe Desserts BridgeWay location will be very similar to the downtown Greenville location, carrying between 18 - 24 desserts at any given time, including seasonal treats, macarons, coffee, wine, breakfast, catering and a grab-and-go lunch menu. The desserts will be authentically European, taking inspiration primarily from Hungary, Austria, Germany, Italy and France. The menu will include a wide variety of sweet, savory, vegan and gluten-free options.

"Phil Hughes is a visionary who is incredibly passionate about any project that he is involved in," said Daugherty. He continued, "It was this passion that struck me when his team reached out to me about coming to BridgeWay. Just being around him, you are able to feel his passion and commitment to make BridgeWay a success. That area of Greenville County has been underserved for years and Phil's project is a game changer for the folks in the Mauldin, Five Forks, and Simpsonville area. This is a project that the entire upstate region can enjoy and be proud of and I am grateful for the opportunity to be a part of it."

Old Europe Desserts will occupy 2,547 square feet of ground floor retail on BridgeWay Station's Main Street.

“We have long desired a good bakery in the BridgeWay community – a place that can serve as a daily, familiar stop, or a place for special occasions where important memories can be celebrated. Old Europe Desserts is exactly that place,” said Phil Hughes, Owner and President of Hughes Investments. “We’re excited to partner with Bobby [Daugherty] on this new location, where we think his European desserts will be perfectly complemented by the European architecture and aesthetic of this project.”

Old Europe Desserts joins Cohesive Coffee, Belladina’s Italian Market, The Junkyard, Plum: A Lifestyle Boutique, Yogi’s Cups and Cones, Cocobowlz, City Market at BridgeWay Station, BridgeWay Brewing Co., and Poogan’s Southern Kitchen as other retail tenants, along with a few others that will be shared publicly soon. These retailers will be incorporated into the project alongside previously announced office and institutional users, including Dodge® Bearings and Power Transmission, GREEN Charter Upstate High School, Jackson Marketing, Motorsports & Events, and Spectrum.

BridgeWay Station broke ground in April 2021 and is currently under construction as the first New Town Center development in the Upstate, featuring 69,939 SF of retail, 210,824 SF of residential, 81,000 SF of institutional development (GREEN Charter Upstate High School), 75,000 SF of office, 24,691 SF of plaza and pavilion public space, and 5+ acres of parks connected to the Swamp Rabbit Trail via the new pedestrian bridge spanning I-385 that is also currently under construction. The pedestrian bridge is slated to open early this year, and BridgeWay Station’s Grand Opening is slated to open Spring 2023.

ABOUT HUGHES INVESTMENTS, INC.

Hughes Investments, Inc. was founded in 1991 by Phil Hughes to create places of lasting value for quality tenants. Phil and his team have served the Upstate of South Carolina for over 30 years by providing quality growth in ways that serve the local community. Phil and his team have been integral to the successful development of downtown Greenville and its sustainable growth. Hughes Investments develops office, retail, industrial, multifamily, medical, and mixed-use properties, specializing in high quality design, development, leasing, and property management. For more information, please visit www.hughesinvestments.com or call 864-242-2100.