

OLD EUROPE DESSERTS OPENS AT BRIDGEWAY STATION

May 24, 2024 – Hughes Investments, Inc. is pleased to announce that Old Europe Desserts is opening today at BridgeWay Station in 2,547 square feet of ground floor retail space at 2107 Via Corso Avenue.

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

In 2015, Asheville businessman Bobby Daugherty, a former Vice President with Smith Barney and serial entrepreneur, made his first foray into the culinary world. Collaborating with the original proprietor of Old Europe Asheville, their partnership blossomed into remarkable success. This triumph propelled Daugherty to venture into the Upstate, where in the summer of 2019, he independently introduced the same high caliber of craftsmanship and exquisite desserts to downtown Greenville, SC. Daugherty's understanding and love for Greenville and the surrounding area originated from his collegiate years at Furman University, where he earned an Economics degree and helped lead the football team to victory in the 1988 national championship game.

Daugherty's decision to establish Old Europe in the West End of downtown Greenville has garnered significant acclaim and popularity. The forthcoming location at BridgeWay Station presents an opportunity for Daugherty to further expand Old Europe's esteemed reputation and introduce its offerings to a new audience within a vibrant, mixed-use environment.

The menu at Old Europe Desserts BridgeWay location will closely mirror that of its downtown Greenville counterpart, featuring a selection of 18 to 24 desserts at any given time, along with seasonal specialties, macarons, coffee, wine, breakfast, catering services, and a grab-and-go lunch menu. Rooted in European authenticity, the menu draws inspiration primarily from Hungary, Austria, Germany, Italy, and France, offering a diverse array of sweet, savory, vegan, and gluten-free options.

Old Europe Desserts will have special hours on its opening day, May 24, 8:00am – 10:00am for breakfast, closed until 5:00pm, and reopen from 5:00pm – Midnight for desserts, wine, and champagne. Regular hours will be Monday-Wednesday 8:00am – 9:00pm; Thursday 8:00am – 10:00pm; Friday – Saturday 8:00am – Midnight; Sunday 8:00am – 10:00pm.

“Old Europe Desserts adds a unique charm and character that enhances the overall appeal of BridgeWay Station,” said Phil Hughes, Owner and President of Hughes Investments. He continued, “We're excited to see the community gather around freshly baked goods and create memories in this vibrant environment. And what a wonderful opportunity 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.”

Retail tenants currently open at BridgeWay Station include Jeremiah's Italian Ice, Cocobowlz, City Market at BridgeWay Station, BridgeWay Brewing Co., Le Chic Nails Lounge, The Junkyard, Plum: A Lifestyle Boutique, and The Worx at BridgeWay Station. Additional tenants actively upfitting their individual spaces for late May through Summer 2024 openings include Stella's Restaurant Group, Rocco and The Plank by Dine Upstate, Tavola by Table 301, Lili + Koko Boutique + Bubbles, Mercato, Locos, and Lucille's Music and Comedy Venue. 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.

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.