

FOR IMMEDIATE RELEASE

CONTACT: Mark Winter
248.258.2333
mwinter@identitypr.com

JENI'S SPLENDID ICE CREAMS HAS MOVED TO THE ARENA DISTRICT

Celebrated ice cream maker has set up corporate offices in the 401 N. Front St. building

COLUMBUS, OHIO, Dec. 3, 2014—Jeni's Splendid Ice Creams has announced the relocation of their corporate offices from Grandview Heights to the third floor of the Arena District's 401 N. Front St. building.

Jeni's now occupies 13,710 square feet of office space just north of Nationwide Boulevard. The nearest Jeni's Splendid Ice Creams scoop shop is one block away in the North Market, adjacent to the Arena District.

"We've loved calling our building in Grandview home these past few years," says Founder and Chief Creative Officer Jeni Britton Bauer. "It was a really comfortable place for us. But change is good—and I love that we're working so close to the North Market where all of this began. We've come full circle."

Relocating Jeni's corporate headquarters, says John Lowe, Chief Executive Officer of Jeni's, is both a practical and a strategic move. "Getting the creative, sales, finance, operations, and shops teams in the same office is going to be a fantastic boost to our team," says Lowe. "We really wanted to build a collaborative, open environment, with a lot of quiet huddle spaces for the teams to work together. My hat is off to Nationwide Realty Investors and MAC Construction, who delivered in a very short window a great space exactly as Jeni and GRA+D designed."

Britton Bauer founded Jeni's Splendid Ice Creams in 2002 in Columbus' North Market. Today, her hands-on company continues to set the bar for do-it-yourself ice cream makers around the world. Called "America's best ice cream" by *Time* magazine, Jeni's uses milk from grass-grazed Ohio cows, plus Ohio wildflower honey, whole fruits, vegetables, and herbs, and carefully sourced ingredients from around the world such as bean-to-bar chocolate, fair-trade vanilla and cocoa, and direct-trade coffee.

Britton Bauer is the author of two acclaimed cookbooks, *Jeni's Splendid Ice Cream Desserts* (2014) and the 2012 James Beard Award-winning *Jeni's Splendid Ice Creams at Home*, which *The Washington Post* dubbed "the homemade-ice-cream-making Bible."

"We are delighted that Jeni's Splendid Ice Creams has brought their headquarters to the Arena District," says Nationwide Realty Investors President Brian J. Ellis. "This iconic brand is a great addition to the thriving Arena District neighborhood."

About Jeni's Splendid Ice Creams: James Beard Award-winner Jeni Britton Bauer founded Jeni's Splendid Ice Creams in 2002 in Columbus, Ohio's North Market. Today, in addition to their home shipping business to all 50 states, Jeni's operates 19 scoop shops (and counting), with locations in Columbus, Cleveland, Nashville, Atlanta, Chicago, and Charleston, S.C. Jeni's crew makes every small-batch ice cream, frozen yogurt, sorbet, and ice cream sandwich in their kitchen in Columbus' Harrison West neighborhood. Pints are available in more than 1,700 grocery stores and retail locations throughout the United States.

About Nationwide Realty Investors: Nationwide Realty Investors is the real estate development affiliate of Nationwide and the developer of the mixed-use Arena District and Grandview Yard in Columbus, Ohio. Directly and through joint ventures, Nationwide Realty Investors owns more than \$1.4 billion in real estate investments. For more information visit www.nationwiderealtyinvestors.com.

XXX