



Five New Tenants Sign On at Century Square in Bryan-College Station

Local boutique, Italian street food, candy store, frozen dessert concept, and fitness studio join growing list of high-caliber tenants at mixed-use development just steps from Texas A&M University

HOUSTON (May 11, 2017) – [Midway](#) announced today that popular local boutique [Merge](#); fast casual restaurant [Piada Italian Street Food](#); specialty candy store [Hey Sugar](#); innovative frozen dessert concept [Sub Zero](#); and one-of-a-kind group workout concept [Orangetheory Fitness](#) will all open locations in the 60-acre mixed-use development [Century Square](#) in Bryan-College Station, Texas. The addition of these new tenants marks several firsts for the project: Merge is the first locally-owned business, and Piada, Hey Sugar, Sub Zero and Orangetheory Fitness are opening their first locations within the city footprint.

“Leasing momentum at Century Square continues with these five new and diverse tenant offerings,” says Midway CEO Jonathan Brinsden. “Our goal for this project is to create an exceptional destination where visitors and residents can shop, live, work, and dine, while also fostering a sense of community.”

College Station favorite, Merge boutique, will occupy 1,786 square feet of retail space at Century Square fronting University Drive. The trendy boutique carries contemporary clothing and accessories at an affordable price point.

“We are thankful to have so many loyal shoppers who support us as a local business and we hope they are as enthusiastic as we are about our relocation to Century Square,” said Dani Kana and Tara Miller, owners of Merge Boutique. “We look forward to providing an enhanced shopping experience to our customers in our new location.”



A fast casual, authentic eatery serving hand-rolled piadas, pasta bowls, and chopped salads, Piada Italian Street Food joins a list of diverse eateries at Century Square. Piada will occupy 2,408 square feet of restaurant space also fronting University Drive.

“Guests are looking for healthier food with a fast casual delivery, and we pride ourselves on delivering both convenience and a high quality product,” said Matt Eisenacher, VP of Marketing & Brand Development at Piada. “We’re pleased to join this dynamic area and offering guests an exciting dining option in Bryan-College Station.”

Hey Sugar will open a third Texas location with 1,495 square feet of space at Century Square dedicated to selling specialty candies, chocolates, cotton candy, and old fashioned sodas. Customers can expect to find old-school classic flavors in the wide selection of treats, but will also discover that Hey Sugar offers a variety of innovative and fun flavors like bacon and merlot.

“We are eager to bring the experience of our vintage-inspired candy store to College Station customers,” said Kristin Brittan, owner of Hey Sugar. “Customers can expect to find almost any type of retro candy their hearts desire.”

Sub Zero, opening its 12th store in Texas, uses the freezing power of liquid nitrogen to customize ice cream creations right at the counter. Customers select the flavor and mix-ins of their choice, which are added to a bowl of fresh cream and then frozen in moments with the use of liquid nitrogen. In addition to dozens of popular recipe ice cream combinations, the menu also includes shakes, smoothies and ice cream pies.

“There is a strong market for customizable food and we feel strongly that Sub Zero's patented ice cream experience will be wildly popular in the Bryan-College Station area,” said Salima Gheewalla, Sub Zero owner.



Orangetheory Fitness is the hottest 60-minute, one-of-a-kind heart rate based group personal interval training fitness concept sweeping the nation. Scientifically designed, the workout is broken down into intervals of cardiovascular and strength training. This will be the first location of Orangetheory in College Station and will occupy 3,828 square feet of space also fronting University Drive.

“This is an exciting time for Orangetheory Fitness as we prepare to open the first location in the city,” said Terry Blachek, owner and area developer for Orangetheory Fitness for the Austin and San Antonio areas. “The science behind our concept is what sets us apart from other workouts and we are eager to share Orangetheory Fitness with the community.”

Previously announced Century Square tenants include: Berryhill Baja Grill, Blaze Pizza, Hopdoddy, Mo’s Irish Pub, Neighbors Emergency Center, Star Cinema Grill, Tiff’s Treats, and Zoës Kitchen.

Redefining the Brazos Valley, Century Square creates a dynamic community center where people congregate from across the region to experience a walkable, urban destination. Century Square is a public-private collaboration between Midway and Texas A&M University System utilizing previously undeveloped land to deliver substantial benefits and an enriched quality of life for local residents and the entire Brazos Valley region. The Midway leadership team is heavily comprised of former students of Texas A&M who are deeply engaged in the University’s culture and its vision for the growth of the Brazos Valley. Century Square features 60 acres of premier retail and restaurant establishments, entertainment venues, 60,000 SF of Class-A office, two full-service hotels: The George (anticipated opening mid-2017) and Cavalry Court (open November 2016); luxury apartment homes: 100 Park (open November 2016), and an activated central gathering space. Phase one of Century Square is anticipated to be complete in Fall 2017. For more information on this and other Midway developments, visit midwaycompanies.com.###



CENTURY SQUARE

Media Contact:
Claudia Morlan, Elmore Public Relations,
claudia@elmorepr.com, 832-725-6884

About Midway

Our purpose is to create enduring investments and remarkable places that enrich people's lives. Houston-based Midway is a privately owned, fully integrated real estate investment and development firm that has provided the highest level of quality, service and value to its clients and investors for almost 50 years. The Midway portfolio of projects completed and/or underway consists of approximately 45 million square feet of properties in 23 states and Northern Mexico ranging from mixed-use centers, corporate headquarters, multi-family, entertainment, hospitality, business and industrial parks, and master-planned resort and residential communities. Since its inception in 1968, Midway has created projects of distinction, aesthetic relevance and enduring value for its investors, clients and local communities. For more information on Midway, visit midwaycompanies.com.