

THE BROADSHEET

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Battery Park City Gets New Market: Battery Place Market Expands Food Shopping Options

By Matthew Fenton



Customers were three deep at the counter on Battery Place Market's opening day. "We served free coffee to celebrate the start of business," explained Ken Jackson -- but it wasn't just any coffee: "We serve Stumptown Roaster," said Mr. Jackson, "which draws a crowd wherever it's available. (For the uninitiated, the Oregon-based Stumptown is a pioneer in the "Third Wave" movement that views coffee as an artisanal food product, like wine, rather than a fungible commodity, like corn.) Nor is coffee the only product that Battery Place Market (located on the ground floor of the Visionaire condominium, at the corner of Battery Place and Third Place) treats as a craft. "We have fresh mozzarella that comes every day from Narragansett Creamery, in Rhode Island," Mr. Jackson noted, adding that "most of our cheeses are both hard to find and exceptionally fresh."

But it's the prepared foods that Mr. Jackson, who once owned the renowned Herb Saint restaurant in New Orleans, is proudest of. "My favorite is the couscous with Moroccan vegetables," he said. "But the citrus salad -- which consists of orange and grapefruit fillets -- is a close second." Mr. Jackson came north to New York in the aftermath of Hurricane Katrina, and -- after a stint learning the New York food business at Fairway -- quickly partnered with Edmund Choi (founding owner of the Upper East Side's Marche Madison) and Sung Kim (whose family owns a meat wholesaler at the Hunts Point Market in the Bronx).

"Our goal is to attract people who care about food and quality, but also want those things at a reasonable price," explained Mr. Jackson. "We're shooting for a combination of local, sustainable, mixed with organic imports from around the world." He noted that, "about 90 percent of our produce is either organic or from a local farm or both. But our mission is to say ahead of the ripening process, so that everything we sell is at its peak and ready to eat at that moment."