



Peachtree Center Announces Food Delivery Concept Peachtree Plated

Amenity will provide office tenants with free, easy delivery service through partnership with Zifty

ATLANTA (Jan. 22, 2017) – Peachtree Center, Downtown Atlanta’s landmark transit-oriented, mixed-use development, has launched a new service, Peachtree Plated, to provide meals from restaurants in The Hub at Peachtree Center to the development’s office tenants with free delivery in partnership with Zifty.

The program is designed to modernize and amenitize the office experience at Peachtree Center, building on momentum around the Downtown destination’s ambitious redevelopment project that will massively transform its three-story retail center and outdoor courtyard. The revamped space is called The Hub, a nod to Peachtree Center’s position at the heart of Downtown and its connectivity, walkability and energy.

“The addition of Peachtree Plated to our roster of amenities at Peachtree Center represents our efforts to further advance and diversify the options in Downtown Atlanta,” said Marti Blackstock, vice president at Banyan Street Capital. “This service is a great way to avoid long lines and hunger cravings while staying productive and saving money. We know our tenants will love having this option for delivery especially with our renovation underway.”

In addition to the physical facelift, The Hub is undergoing a restaurant transformation with the addition of new fast casual and chef-driven concepts to better resonate with the breakfast, lunch and dinner crowds that gather there thanks to high foot traffic from nearby offices and hotels. Peachtree Plated brings The Hub’s excellent line-up of eateries right to office workers’ desks, including favorites like Chick-fil-A, Aviva by Kameel and new concept Beni’s Cubano.

Thanks to the partnership with local delivery company Zifty, Peachtree Center office tenants can now order lunch from their favorite restaurants in The Hub and have it quickly delivered to their desk without incurring any delivery fees. So far, Peachtree Plated, which officially launched on Dec. 4, has delivered over 450 meals to hungry workers and continues to add new restaurants to the list of participating vendors.

“We’re thrilled to partner with the team at Peachtree Center and The Hub to bring an exciting amenity to their robust roster of office tenants,” said Jennifer Peté, partner at Zifty. “Peachtree Plated is the first initiative of its kind in Downtown Atlanta, and we look forward to providing our fast delivery service to thousands of busy workers while helping restaurants expand their reach.”

Downtown office workers outside of Peachtree Center can also take advantage of Peachtree Plated by simply paying a flat \$5.99 delivery fee. Check PeachtreePlated.com for details and current restaurant offerings.

Zifty, founded in 2003, is an Atlanta-based online delivery company that partners with local restaurants and brands to bring products straight to customers' doors.

Visit PeachtreePlated.com to learn more about the program. Visit PeachtreeCenter.com to learn more about the exciting redevelopment, and visit Zifty.com to learn more about Atlanta's homegrown online delivery company.

About Peachtree Center:

Peachtree Center, developed by renowned architect John Portman, is an office, retail and dining destination in the heart of Downtown Atlanta. Comprised of six high-rise buildings and The Hub, Peachtree Center is centrally located over a MARTA station and adjacent to three hotels accessible by pedestrian bridges. For the latest information on Peachtree Center, visit www.peachtreecenter.com and engage with Peachtree Center on [Twitter](#), [Instagram](#) and [Facebook](#).

About Banyan Street Capital

Banyan Street Capital is a private equity firm focused on acquiring and managing office properties directly or in joint ventures with institutional capital partners. With a concentrated presence in the Eastern United States, the company capitalizes on the team's experience and expertise to remain at the forefront of today's emerging economic growth and investment strategies. Banyan Street Capital's mission is to implement strategies that add value and deliver high risk-adjusted returns to its investors. More information about Banyan Street Capital is available at banyanstreet.com.

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