



# MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

FOR IMMEDIATE RELEASE: January 13, 2021

Contact: Mike Donila Abbey Harris  
306-1177 cell 215-4579 office  
705-1681 cell

## Small Business Series Features 35 North

*KNOXVILLE, Tenn.*— Knox County Mayor Glenn Jacobs interviewed Ryan Hartwell, general manager of 35 North in Farragut, as part of his video series highlighting small businesses.

Throughout the series, the Mayor has conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees, and helping them share any plans they hold for the future. A new vignette runs each week on the county and Mayor’s various social media platforms.

During this week’s interview, the Mayor and Hartwell focused on the new food emporium that opened in late December. They talked about why Hartwell and his partners picked the Knoxville-Farragut area, what they hope to accomplish and why they are unique.

The complex, located at 11321 Kingston Pike, features a new bar (it includes 94 different whiskeys with a goal to have 300 by the end of the year) and food truck-restaurant hybrid. Its name is based on its latitude coordinates in Farragut.

“To our knowledge it has never been done anywhere else before,” Hartwell said. “There’s been blends of bars and a food truck but from what we know, no one’s actually gone out – set in stone – and said: ‘Let’s open up a food truck emporium and put in a craft bar.’ We wanted to bring everything together that we possibly could, and it just meshed.”

Mayor Jacobs agreed.

“The concept is very unique because you kind of have the bar, craft beer, but then it’s a little bit like a food court,” he said. “You have options that people can get their food from and eat inside (or in the courtyard). Lots of folks don’t think about the Knoxville area as being a foodie town but it actually is, and I think places like this will help further that reputation and put it on the map even more.”

To hear more of what was said, check out the [video](#).

###