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Whole Foods sets opening date for NoMad store

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Bloomberg

After three years of delays, the NoMad Whole Foods will open June 1 and plans to market more than 1,000 items made by New York City producers.

The store, at 63 Madison Ave., between E. 27th and 28th Streets, will included frozen bagels from [Black Seed Bagels](#), greens from [Gotham Greens](#), pasta from Severino Pasta and beer from local brewers like Three's Brewing and Talea Beer Co. in its craft beer selection.

The latest location of the supermarket chain will have several dining-in options: Connecticut-based Yosi Kosher Kitchen is serving falafel at Za'atar, and Nomad 63 is a Whole Foods-run bar with beer, wine and house-made fish 'n chips. There is also a coffee bar run by Café Grumpy. A variety of foods for special diets also have space on the shelves, including [gluten-free](#) mini bundt cakes and [vegan](#) baked goods.

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An offering in the freezer section is the start of a new venture for the eight-year-old Black Seed, which has been growing by expanding its number of retail bagel stores at the same time as it ventures into groceries.

The bagels will be available in everything, plain and sesame. They defrost in the toaster and emerge, four minutes later, like “a nearly perfect Black Seed Bagel,” said the company’s co-founder Matt Kliegman. He added that Black Seed hopes to expand to other Whole Foods if the bagels sell well in [NoMad](#).

The new store will donate \$9,000 and fresh food to [Rethink Food](#), a nonprofit that repurposes excess food so it doesn’t go to waste and will support the Flatiron-23rd Street Partnership Business Improvement District’s programming with a \$15,000 donation.

The June 1 opening for the NoMad Whole Foods is three years in the making, following Covid construction delays and legal tussles between Whole Foods and its landlord, George Comfort & Sons, in the process.

Whole Foods signed the lease in 2019, as the office tower above underwent a renovation. In the spring of 2020, the landlord paused construction on the store. By January 2021, the landlord said it had paid Con Edison to extend gas into the store, but the utility did not actually install the gas until a year later, according to [a complaint filed by Whole Foods in February](#). Whole Foods claimed that George Comfort was unfairly holding the store in default of \$1.4 million in back rent, putting the lease at risk of termination.

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In April, the landlord filed a counter suit against Whole Foods for nonpayment of rent, noting that the amount owed has risen to \$1.7 million, according to the complaint.

The store is 57,000 square feet, according to the lease. The annual base rent is \$4.5 million for the first five years of the 20-year lease.

[Amazon](#), which purchased Whole Foods for \$13.7 billion in 2017, recently closed six Whole Foods around the country. In New York City, Amazon is closing four of its retail sites, including bookstores and so called 4-star locations which carried popular online products, this spring and summer.

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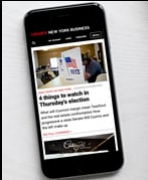
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