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Wohlner's Comes Home to Midtown, Opens its Doors for Business Tomorrow

Omaha, Neb - It's official. Wohlner's Midtown Market and Deli returns to midtown tomorrow opening its doors for business at 7 am. An Omaha original, Wohlner's is on schedule to bring its brand of quality, service and convenience to Midtown Crossing, Omaha's boldest and most progressive urban development. Wohlner's Midtown Market and Deli, located on the southeast corner of 33rd and Dodge, will be open Thursday from 7 am to 9 pm. "We're ecstatic this day has finally arrived," said proprietor Mike Schwartz.

Wohlner's Midtown Market and Deli occupies 16,200-square-feet on the ground floor of the Element by Westin hotel building now under construction at 33rd and Dodge streets. The full-service store features a complete selection of groceries, fresh produce and sundries; the finest meats cut and wrapped by onsite butchers; a take-out deli with hot prepared foods; and an upscale wine/beer/spirits department.

"An urban grocery market was a key part of our plans from the very beginning. When we articulated our grocery vision – an upscale, service-oriented market – we were essentially describing Wohlner's. They were our first choice from the beginning and are a terrific addition to Midtown Crossing and a great resource for the entire Midtown community," said Molly Skold, marketing director of East Campus Realty, the Mutual of Omaha subsidiary that owns the Midtown Crossing development. "This is a great day for Midtown Crossing," Skold added.

Wohlner's is just one of several Midtown Crossing tenants opening this fall. Last week, Callahan Financial Planning opened its doors along with Three Dog Bakery. CRAVE and Cantina Laredo will open in mid-October. Within the next two months, Midtown Crossing will welcome Blanc Burgers + Bottles, Element Hotel, and The Afternoon and The Grey Plume. Schwartz said he is thrilled with the

way Midtown Crossing is blossoming. “It’s so exciting,” he said. “It’s just a fun place to be. The energy and excitement here is thrilling.”

Tomorrow’s opening will represent a homecoming of sorts for Wohlner’s. Schwartz’s grandfather opened the original store in 1918 just a few blocks from Midtown Crossing at 33rd and California Sts. The store moved to 5205 Leavenworth St. in the mid-1930s and stayed there until a move to the Aksarben Village development in 2008. Wohlner’s Midtown Grocery and Deli will be Schwartz’s second location. “I believe in Midtown – both of my stores are in Midtown,” said Schwartz. “The Midtown Crossing store perfectly compliments our Aksarben location and gives us excellent coverage of Midtown Omaha.”

Wohlner’s will have ample, free parking in the garage on 33rd Street immediately adjacent to the store. A Grand Opening celebration is scheduled for mid- November.

Midtown Crossing is urban living redefined, a 15-acre, mixed-use development in the heart of Omaha’s historic Midtown neighborhood. Built around an expanded and revitalized Turner Park, the million-square-foot development includes nearly 500 condominium and apartment units as well as more than 220,000 square feet for restaurants, retailers and entertainment venues along with parking for more than 3,000 vehicles.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site,

www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or

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