

THE ATLANTAN

MODERN LUXURY

REALTY CHECK 2018

Grand Estates, Prime Listings,
Hot New Hoods & More

FACE FORWARD

Tom Ford Beauty Goes for the Bold

Plus

Mission + Market's Debut,
Andrews Square's Update
& Ansley Atlanta's New Digs

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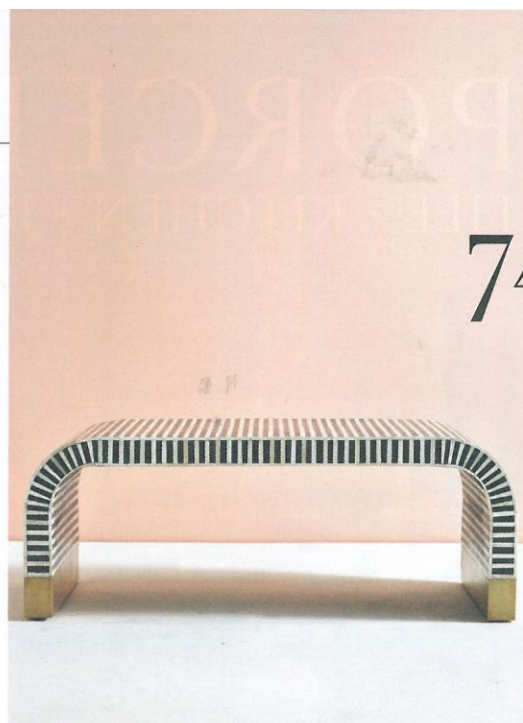
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LOOK WHO'S TALKING

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Parking Pro Tip

There's complimentary valet and self-park (validated) available at Three Alliance Center.

Drink This

Bottoms up on the Strawberry Fields cocktail, which has citron-infused vodka, strawberry, lemon and kombucha for a pop. For those who like the brown stuff, try the Brown Derby, which is bourbon, grapefruit and honey.

Lunch Lowdown

Sandwiches and bowls make healthy choices at lunch easy—especially with the addition of the buzzy Impossible Burger (that's a plant-based burger patty made to taste like beef to the uninitiated)—and quick-serve style counter service for the especially harried and hungry.

Bread, Please

The enormous, gorgeous loaf is from Alon's Bakery and is a mixture of whole wheat and rye flours with cocoa powder. Just enough crackle and snap on the outside and a perfectly pillow inside make this a prelude worth the calories.

Mission ACCOMPLISHED

Chef Ian Winslade sets out on his first solo venture with the jack-of-all-trades Mission + Market.

By Lauren Finney // Photography by Heather Fulbright



FOOD & DRINK

review

You know chef Ian Winslade most recently from Virginia-Highland staple Murphy's, but he's also done time at New York's Le Bernardin and Spice Market and at Atlanta's much-beloved Bluepointe, all of which have prepared him for his greatest role yet: He returns to Buckhead with his newest venture, Mission

+ Market, aimed at the myriad office workers, Buckhead brunchers and even families (kids' menu!) whose nexus is the intersection of Lenox Road and Peachtree Street. Says the industry veteran, "I was looking for a change in direction and knew I needed to reinvent myself. I needed to get back to my roots [and] get inspired again, and once I put that out there, this opportunity showed up."

Opt to dine at one of the intimate blue velvet floating banquettes dotting the dining room, or take a seat at the counter facing the enormous open kitchen for an intimate experience. (Winslade notes that a portion of the counter space will be devoted to a tasting

menu-style chef's table.) A living electric green moss wall stripes one side of the bar, which is sure to get lively at happy hours and on weekdays, as it's distinguished from the rest of the restaurant.

The massive 5,000-square-foot space's design was a collaborative effort between chef Winslade; his partner, Jonathan Akly; and Akly's father, Tony, who is head of Restaurant Consulting Group. There's even a partitionable section at the very back of the restaurant for meetings, luncheons and conferences. Expect the patio—which wraps all the way around the Lenox Road side of the building and includes fire pits, conversation areas and special event capacity—to also be a lively scene.

So what exactly does "West Coast vibes," as the restaurant is touting, mean? For Winslade, that means that "I have the ability to use different ingredients, explore different flavors and create different textures. The West Coast is the one place where I felt this incredible fusion of Asian influences with seasonal ingredients. Everything there is bright with pops of flavor,

it's how I like to cook and personally dine."

There are some superstars from the first section of the menu, which includes small plates and marinated fish, including the American red snapper with yuzu and Fresno chiles and the prettiest plate of hummus you'll ever see (tasty, with just the right amount of seasoning and housemade pita). The pickled oysters are lively on the palate and beautifully plated, while the grilled octopus with Romesco is cooked to perfection. The one misstep is perhaps the wild mushroom polenta, which feels heavy and a little out of place among the brighter options, but if Mission + Market's goal is to cater to both the health-conscious and the extremely hungry, it's a valid offering.

The second part of the dinner menu—devoted to pizzas and pastas—is there for the eating, should you crave a brown butter tortelloni or braised-brisket pizza, but the real standouts are the fish entrees under the third heading. International influences abound—there's ginger soy dressing with the charred albacore tuna and rice noodles; pea-scented Carolina gold rice grits and sunchokes with the steelhead trout; and beet raita with the seared black bass—and all three are excellent. Vegans can get behind the quinoa and brown rice bowl with peanut agrodolce, while hardcore omnivores will enjoy the culotte with handmade "old-school french fries."

Winslade stresses, "Our goal was for guests to feel like they have arrived in a completely different dining experience as soon as they enter the restaurant. From the design and decor to the layout and open kitchen, there is nothing like this in the city. We want guests to connect with the space first, and then be surprised by the flavors of our menu."

Sophisticated and directional decor, plus food that runs the gamut from healthy to hearty: Mission + Market aims to please all levels of Buckhead diners, from CEOs to picky kindergarteners—and succeeds. ■



Clockwise from left: Cocktails are seasonal and bright; the steelhead trout with pea-scented Carolina gold rice grits and asparagus is an instant classic; the midcentury-inspired furniture helps deliver on the restaurant's West Coast theme. Opposite page: The seared black bass entree comes with a brilliant beet raita, shaved vegetables and fennel.

ADDRESS

3550 Lenox Road NE, Ste. 550, 404.948.2924,
missionandmarketatl.com

PRICE RANGE

Lunch: Appetizers \$7-\$15, salads and bowls \$9-\$18, entrees \$10-\$24;
Dinner: Small plates \$7-\$16, entrees \$10-\$28

HOURS

Lunch: Mon.-Fri., 11:00AM-2:30PM;
Dinner: Mon.-Thu., 5:00-10:00PM;
Fri.-Sat.: 5:00-11:00PM