

FOR THE EXCLUSIVE USE OF
CHESHIRE.WEBB@FOUNDRYCOMMERCIAL.COM

From the Triangle Business Journal:
<https://www.bizjournals.com/triangle/news/2024/11/26/village-juice-kitchen-raleigh-restaurant-glenwood.html>

SUBSCRIBER CONTENT:

Retailing

Juice bar, restaurant to join Grubb development in Raleigh



From left: Clyde Harris, Lonnie Atkinson and Nathan Atkinson. Together, the three founded Village Juice & Kitchen, a health food company out of Winston-Salem.

VILLAGE JUICE & KITCHEN



By [Kate Tracy](#) – Staff Writer, Triangle Business Journal
Nov 26, 2024

Listen to this article 4 min

STORY HIGHLIGHTS

- Village Juice & Kitchen opens in Raleigh in March 2025.
- The restaurant offers plant-based meals and juices.
- Village Juice plans more locations in the Triangle area.

A Winston-Salem restaurant is planting seeds in Raleigh.

Village Juice & Kitchen will open in March at 3711 Exchange Glenwood Place just inside the Beltline.

Clyde Harris, director of finance for Village Juice & Kitchen, said Gordon Grubb with Grubb Ventures approached the restaurant about opening [in the Glenwood Place development](#).

“He had two kids who went to Wake Forest, and they were huge fans of the concept,” Harris said.

Beyond its juice bar, the restaurant serves salads, grain bowls, smoothies, smoothie bowls, toasts, wraps and more. The average pricing for menu items will range from \$9 to \$14, Harris said.

The Glenwood Place space is 2,400 square feet. Village Juice will join other retail tenants in Glenwood Place including The Iron Oaks, Sushi Mon, Quarter Note Coffee, Ladyfingers and FlowCorps. Napa at Glenwood, a wine bar and restaurant venue from Charlotte-based Conway Restaurant Group, [signed a lease there](#) earlier this year and construction is ongoing at its space.

“That part of town and that demographic really fits our customer. ... It's a beautiful, well-lit location that will make a great space for us,” Harris said.

He said the number of office buildings along Glenwood Avenue near Interstate 440 was one of the factors that made the location attractive, as Village Juice offers catering for businesses.

Village Juice founder Lonnie Atkinson discovered the power of a plant-based diet when her mother was sick. When she moved back to Winston-Salem to help care for her mom, she put the whole family on a plant-based diet and started seeing immediate health benefits. It inspired her to start a business focused on nutritious foods and juices. Her husband Nathan was college roommates with Harris at [Wake Forest University](#), and he joined the business early on.

The operation started small: just making juice for friends. Then it grew into selling juice at farmers markets and after that a food truck. The team opened the first brick-and-mortar in 2016 in Winston-Salem. It's a family affair, as Atkinson's father also makes the restaurant's plant-based Billy Cakes.

Village Juice & Kitchen has been growing through licensing deals, opening on college campuses at Wake Forest University, Elon University, the [University of South Carolina](#) and Winston-Salem State University. In 2019, the business opened a franchise location in Charlotte.

Harris said Village Juice is looking at other preliminary locations in the Triangle. Harris wants to have six to eight locations here in the future.

“We want to be really particular about where we do it and not overcrowd and make sure that we're growing at a pace that we can manage,” Harris said.

The Village Juice team executed its lease for Glenwood Place back in March. Since then, the eatery has been focused on its buildout, hiring California-based Erin Morris as the architect and Cornerstone Builders as the general contractor. Harris said the business will hire 15 to 20 employees at the new location. He declined to disclose an investment cost.