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Media Contact: Kami Lee, Hahn Public for Catellus  
(512) 344-2032 or (361) 482-7654  
[klee@hahnpublic.com](mailto:klee@hahnpublic.com)

## **MUELLER ADDING MIX OF BUSINESSES TO ALDRICH STREET**

AUSTIN, Texas – Jan. 24, 2018 – Visitors to [Aldrich Street](#), [Mueller](#)'s vibrant town center, will see a mix of new businesses join the community in the coming months. Lady Quackenbush's Cakery, Lilla & Beth and Massage Heights are all scheduled to arrive in 2018.

**Lady Quackenbush's Cakery** is an expansion of the popular [Quack's](#) 43<sup>rd</sup> Street Bakery in Hyde Park, an Austin favorite for more than 30 years, soon to be located on the first floor of the AMLI at Mueller apartments on Simond Avenue. After just a couple of years, the company's specialty cake business has taken off, and its Mueller location will specialize in cake design. A dedicated area at the front of the cakery will feature a cake decorating studio where customers and passersby can watch the cakes be decorated on site. The store will offer other baked goods as well, including its popular macaroons, plus coffee, espresso, local beers, wines and spirits. "We like to describe Lady Quack's as Marie Antoinette meets the Mad Hatter meets the Little Shop of Horrors because of its whimsical yet stylish design," said Quack's Chief Operating Officer Heather O'Connor. Lady Quackenbush's Cakery is scheduled to open in the first quarter of 2018.

**Lilla & Beth** is a new boutique concept from an experienced local retailer offering a wide variety and revolving collection of home accessories, such as picture frames, candles and wine glasses, plus a selection of baby and toddler clothing, women's wear and unique jewelry, including designs from Kendra Scott. "We're creating a place where customers can easily pop in and explore unique gift ideas for any special occasion, or pick up something charming and fun for themselves," said store owner and Mueller resident Megan Cooper, who's childhood nickname was Lillabeth. "We also want to build on the existing sense of community on Aldrich Street by offering in-store events and gatherings for customers to network and mingle." The shop is anticipated to open on the first floor of the cinema building on Aldrich Street in April.

**Massage Heights**, offers a variety of custom massage and facial services in addition to therapeutic upgrades, such as hot stone and foot scrubs, all in an upscale Retreat environment. The Mueller location will be Massage Heights' sixth location in the Austin region and the first in Central Austin, located on the first floor of the cinema building on Aldrich Street. "When looking for a new location, we quickly set our sights on Mueller after witnessing first-hand the phenomenal growth happening there," said local franchisee Charles Schaefer. "Expanding to Aldrich Street will offer an easy, central destination to the tens of thousands of people living and working in and around Mueller." The Massage Heights Retreat is scheduled to open by early summer 2018.



“Aldrich Street has quickly become one of Austin’s iconic food and entertainment destinations, and we have many more great offerings to come,” said Ken Blaker, Senior Vice President of Development at Catellus. “With Alamo Drafthouse, the Thinkery, a host of local eateries and a lively park, there is already so much to experience in just a short walk along the Paseo.”

Recent additions to Aldrich Street include: B.D. Riley’s, Bao’d Up, barre3, Colleen’s Kitchen, Halcyon, J.T. Youngblood’s Kyoten Sushiko, Lick Honest Ice Creams, L’Oca d’Oro, Stella Public House and Witchcraft Tap Room and Bottle Shop. Previously announced Açai Hut and Orangetheory Fitness will also open in early 2018 while Kerbey Lane is expected to open in early 2019.

**About Mueller:** Mueller is one of the nation’s most notable new-urbanist communities located in the heart of Austin. The 700-acre site of Austin’s former airport is being transformed into a diverse, sustainable, compatible, revitalizing and fiscally responsible master-planned community. Mueller is taking shape as a joint project between the City of Austin [Economic Development](#) department and Catellus Development over 10-20 years following nearly 20 years of extensive citizen input. Upon completion, Mueller will feature at least 6,200 single-family and multi-family homes, a mixed-use town center district known as [Aldrich Street](#), 4.5 million square feet of prime commercial space, including 750,000 square feet of local and regional retail space, 140 acres of parks and open space, plus Dell Children’s Medical Center, the Austin Film Studios, The Thinkery, H-E-B and the Austin ISD Performing Arts Center. For more information, visit [www.MuellerAustin.com](http://www.MuellerAustin.com), [Facebook](#), [Twitter](#) or [Instagram](#).

**About Catellus:** Catellus is a national leader in mixed-use development, solving some of America’s most complex land challenges. With nearly 30 years of experience as a master developer, Catellus has transformed former airports, military bases and urban industrial sites into thriving retail, residential and commercial communities. These projects, which often include substantial public amenities, add economic, social and environmental value to the communities they serve. Catellus has both the financial strength and development expertise to turn vision into reality at even the most demanding development sites. For more information, visit [www.catellus.com](http://www.catellus.com).

**About the City of Austin, Economic Development Department – Redevelopment:** The City’s Economic Development Department (EDD) develops and leads the innovative programs that increase the prosperity of Austin’s citizens, our businesses, and our diverse neighborhoods. With a focus on regenerating key assets of the city, Economic Development has implemented catalyst redevelopment projects, including the Seaholm District, Second Street Retail District, and the Mueller Redevelopment, an award-winning national model for responsible urban planning and development. Visit [www.austintexas.gov/edd](http://www.austintexas.gov/edd)

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