

Keyes Art Mile to launch artisanal food market

Keyes Art Mile in Rosebank will be launching a new monthly artisanal food market. The Pantry Market at Keyes will take place one Saturday every month and will offer small-batch, artisanal products; from olive oil and honey fresh produce, charcuterie, confectionery, sourdough bread, and cut flowers.

Our objective is to make fresh, locally sourced products available to Joburgers on a regular basis,” says market curator Roberta Thatcher. “Now, more than ever, it’s imperative we know where our food is from, and a neighbourhood market is a perfect way to shorten the supply chain while getting to know the producers of the delicious goods you take home.”



A Moveable Feast

One of the highlights of the market is the A Moveable Feast stand, at which top local chefs create a product to be sold exclusively at the market. “The idea is that visitors can purchase an item from a favourite chef to take home and enjoy,” says Thatcher. “Think pantry goods from Andrea Burgener of The Leopard, quince jelly straight from chef James Diack of Coo a selection of marmalades from Jacques Erasmus of Hemelhuijs’s personal citrus garden, and more.”

Free food talks

Every month visitors can also attend a free food-related talk by an industry expert. Topics include ethical eating, reducing your plastic-use, plant-based diets, and more. The first talk, on 24 March at 10.30am, will be by Brad Meiring, owner of Munching Mongoose organic box scheme, who will discuss how we have become disconnected from our food, and how the dinner table is the perfect platform for us and our kids to learn about what we eat, and respect the value food plays in our lives.

Exciting workshops will be added in the upcoming months, featuring everything from bread-making to fermenting your own foods.



Ethically produced products

The market is a plastic-free zone, and visitors will be able to shop top-quality, ethically produced products in a relaxed, curated space, in which they can meet the makers, sip, sample, snack and enjoy live music. To complete the experience, breakfast and lunch will be available from the several Keyes Art Mile restaurants, including BGR, MESH Club, Milk Bar and Marble, while SMAC Gallery and the building's exciting retail offerings will be open for browsing and shopping.

The Pantry Market will be held at The Atrium of the Trumpet Building on Keyes – 21 Keyes Avenue, Rosebank, Johannesburg. The first edition is on Saturday, 24 March 2018 from 9am-2pm.

A selection of confirmed exhibitors include: Botanicus (fresh flowers); Create Deli (olives and preserves); Darling Sweet (honey, salt and toffee); Dolci Café (Italian pastries and fresh pasta); Esposito Natural Foods (charcuterie); Gudgu (cordials); Kula Organics (fresh, organic produce); Lorian's Cheeses (artisan local cheeses); Ono Eatery (Poke bowls); T Chocolatiers (chocolate); Treviso Café (sourdough bread); Yococo (vegan ice-cream).

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