

MARKET PLACE

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General Store opens at Tryon International Equestrian Center

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A new general store has opened at the Tryon International Equestrian Center across from Fred's Diner in front of Legends Plaza.

Jared McEntire is the store's manager and said the store opened officially on Thurs., May 5. The store will be open Tuesdays through Saturdays from 7 a.m. to 9 p.m. McEntire is currently considering being open from 8 a.m. to 5 p.m. on Sundays and Mondays.

The store offers specialty foods, beer and wine, local items from across Western North Carolina, a coffee and ice cream bar and a confectionery shop.

"This place is starting to become a gathering place for visitors to the equestrian center," McEntire said. "As we start rolling, the store will begin to acclimate to the village feel and it's accessible to folks who are visiting for the first time, too."

McEntire explained the goals of the general store, outlining the need for the facility that used to be a fitness center, but has now been moved to the Lodging Services center immediately to the right of the main security station at the center's entrance.

"It offers a place to come through to get something to eat if they're staying on site throughout the season and prefer cooking at home," McEntire said. "We're also here to offer an opportunity for the population to utilize the space for specialty items and our bottle shop, which has over 80 varieties of beer and 60-plus wines. This is a Trader Joe's, Whole Foods, Fresh Market kind of experience in a compact environment."



The Tryon International Equestrian Center has added a new general store to their property to cater to equestrian enthusiasts who stay on site for the season. The store will be open year round and provides "Trader Joe's, Whole Foods or Fresh Market feeling" to people who come in, according to store manager Jared McEntire. The store replaces what used to be a fitness center, which is now in the Lodging Service building directly to the right of the equestrian center's main security station.

The Pony Express, a functioning UPS store for shipping packages and mail, is also coming to the general store, according to McEntire.

"We're trying to make this place as comfortable as it can be for people here at the center and in the general area for their basic needs," McEntire said. "It saves people time for having to travel quite a distance in every direction."

In addition to the general store, the Farmers Market of TIEC has also been started this season and is sponsored by Tryon Resort and the Grow Rural Opportunities (GRO) organization. The Farmers Market runs every Thursday morning from 9 a.m. to noon.

The store is one of several new developments coming to the TIEC including an Italian restaurant in the middle of June,



a Mexican cantina, a new Clear Rounds Pub overlooking the George Warren ring and provisions to be added to the center's golf course, according to Carly Weilminster of the media relations team at TIEC.

McEntire said the plan for the store is to stay open year-round even when the season

closes in August.

"We're brand new to the idea of having a store on the grounds," McEntire explained "but we intend to be open year-round and we're learning day by day how to better serve the folks on the property. We will see you in December again, though."