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## **Bayer Properties Expands Tenant Representation with 32°, a yogurt bar**

Birmingham, Ala. – Birmingham-based Bayer Properties is expanding commercial tenant representation services with the addition of a new client. The most recent account in Bayer Properties' portfolio is 32°, a yogurt bar.

Through market research and industry knowledge, Bayer Properties serves as a tenant representative, or client advocate, for retailers in need of guidance when choosing markets, selecting store locations and executing leases. The right location is critical in driving a retailer's success.

"Our dedicated team of professionals works closely with the retailer to create and implement a strategic plan for store development and expansion," said Bayer Properties President and CEO, Jeffrey Bayer. "As experience has proven, the end result is a selection of meaningful choices that can help our retailers meet their goals with great success. We are very excited to be working with 32° to help expand and grow their self-serve yogurt business."

"The key to successful tenant representation is knowledge. We have an aggressive plan to open numerous stores over the next couple of years," said Jeff Pizitz, president of Pizitz Management Group LLC, which is launching the new self-serve yogurt concept. "We only want to partner with the best in the industry for this venture. With a proven track record, Bayer Properties was an easy choice for us."

Two 32° locations will open in July, with the first being at The Summit in the newest phase near Charming Charlie. The 1,600 square-foot store will offer 14 flavors of self-serve frozen yogurt and a fun variety of more than 40 toppings, such as fresh fruits, nuts, candies, cereals and specialty items. The second location to open will be in Crestline Village. A third location is slated to open late summer at The Summit in Louisville, Ky.

Bayer Properties is reviewing several additional locations in the Southeast for possible expansion of the 32° concept.

**About Bayer Properties**

Birmingham, Ala.–based Bayer Properties LLC specializes in developing, leasing, managing and marketing mixed-use real estate properties nationwide. Bayer Properties is a pioneer in the development of regional shopping destinations such as The Summit, the company's signature brand. Bayer Properties currently operates retail and office properties totaling over 5 million square feet. New developments include The Pizitz Building urban revitalization project in Birmingham, Ala., and the mixed-use project, The Summit Fremaux, near New Orleans, in Slidell, La., with retail, residences, office space, medical facilities and a university campus. For more information, visit [bayerproperties.com](http://bayerproperties.com).

**About Pizitz Management Group**

Pizitz Management Group is a privately held company owned by the Pizitz family of Birmingham, Ala. The Pizitz family has been an integral part of the retail business in the Southeast since the late 1800s. Company holdings include the Gus Mayer specialty stores located in Birmingham, Ala., and Nashville, Tenn., as well as 32 Great American Cookies® franchises, four Pretzelmaker® franchises and two Mrs. Field's Cookies® franchises. The latest business venture is the development of an innovative self-service yogurt store concept called The Yogurt Place LLC, doing business as 32°, a yogurt bar.

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