



Shiplely Do-Nuts and Sweet Paris Crêperie & Café to Open Flagship Locations at Nashville Yards

NASHVILLE, Tenn. – (December 12, 2024) – Southwest Value Partners, AEG, and Virentes Hospitality today announced that Shiplely Do-Nuts and Sweet Paris Crêperie & Café will open new flagship locations at Nashville Yards in 2025. Virentes Hospitality is a Shiplely and Sweet Paris franchisee and will operate stores in other locations across the Southeast.

[Click here to view renderings of Shiplely and Sweet Paris.](#)

“Nashville Yards is one of the most important multi-use developments in the last decade and will greatly enhance the already spectacular vibrancy of entertainment, commerce, and residential living in Nashville,” said Jim D’Aquila, Managing Partner of Virentes Partners Group, the parent company of Virentes Hospitality. “We are very excited to bring Shiplely and Sweet Paris to this special setting and believe these stores will be flagship locations for our beloved brand partners.”

“Great donuts and crêpes, what’s not to love!” said Cary Mack, Managing Partner, Southwest Value Partners. “Shiplely and Sweet Paris are both delightfully tasty, and have something delicious to offer everyone in a really fun environment. We are very glad to have both brands come to Nashville Yards.”

[Shiplely](#), known for its handcrafted donuts and savory kolaches, will be located in the development’s creative office building fronting Church Street and is set to open in May 2025. It will serve the brand’s more than [60 offerings](#), from its best-selling classic Plain Glazed donut to its golden Sausage and Cheese Kolache, in a warm and welcoming environment.

Anchored by CAA, the creative office building at Nashville Yards is the first of its kind in the city. Adjacent to The Pinnacle, the development’s state-of-the-art indoor live music and event venue, the building rises eleven stories above Church Street with large 40,000+ square foot floorplates, soaring ceiling heights, three levels of curated retail, dining, and entertainment. Shiplely joins previously announced retail tenants [Iconix Fitness](#), [EVO Entertainment](#), [Fogo de Chão](#), and [Ocean Prime](#) in the creative office building.

[Sweet Paris](#), a globally inspired café celebrated for its artisanal crêpes and elegant ambiance, will open in June 2025 on the first level of The Pinnacle, occupying a prime

location along the new Signal Crossing, the pedestrian street right in the heart of Nashville Yards.

Serving decadent sweet and savory crêpes, artisanal fresh salads, soups, and indulgent beverages, Sweet Paris began as a single restaurant in Houston more than a decade ago. Nashville Yards will be the brand's first location in Tennessee, and 20th total, when it opens.

"We are thrilled to be adding Sweet Paris Crêperie & Café and Shipley Do-Nuts to our carefully curated collection of best-in-class dining, and fast casual offerings at Nashville Yards," said Ted Tanner, Executive Vice President Real Estate Development for AEG. "Whether you are visiting Nashville Yards for an event, taking an office break or coming home, Sweet Paris Crêperie & Café and Shipley Do-Nuts will both be frequent stops along the way."

Kacey Musgraves will headline the grand opening of The Pinnacle on February 27, 2025. [View the full list of The Pinnacle's announced shows here.](#)

Virentes Hospitality was represented by Nick Goss and Brian Ashby of CBRE.

To learn more about Nashville Yards, visit nashvilleyards.com.

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About Southwest Value Partners and Nashville Yards

Based in Nashville and San Diego, Southwest Value Partners is a privately held real estate investment company that invests in institutional quality real estate located in growth markets throughout the United States. Southwest Value Partners has a disciplined and high energy approach to asset acquisition, operating execution, value creation, and asset disposition. To learn more about Southwest Value Partners, visit www.swvp.com.

Nashville Yards is a 19-acre project located in the heart of downtown Nashville. When complete, the project will be a walkable, urban community featuring high-end hospitality offerings, including the 591-room luxury Grand Hyatt Nashville and the newly renovated Union Station Nashville Yards; exceptional retail and restaurant options; a world-class 4,500 capacity concert venue, *The Pinnacle*, and entertainment offerings developed in partnership with AEG; and Class-A+ office towers and a creative office building anchored by Amazon Nashville and CAA, including a Class-A+ multi-tenant tower that will serve as the future headquarters of Pinnacle Financial Partners and Bass, Berry & Sims; residential living including more than 650 residences across two towers, The Emory and The Everett. The development will also offer 7+ acres of open plazas, courtyards, and green spaces, including the Ascension St. Thomas Landing. To learn more about Nashville Yards, visit www.nashvilleyards.com or follow @NashvilleYards on X and Instagram.

About AEG

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. The company operates in the following business segments:

- Music through AEG Presents, which is dedicated to all aspects of live contemporary music performances, including the production and promotion of global and regional concert tours, an extensive portfolio of clubs, theaters and other music venues, concerts and special events and world-renowned festivals such as the Coachella Valley Music and Arts Festival;
- Venues and Real Estate, which develops, owns and operates world-class venues, as well as major sports and entertainment districts like Crypto.com Arena and L.A. LIVE, Uber Platz in Berlin and The O2 in London;
- Sports, as the world's largest operator of high-profile sporting events and sports franchises including the LA Kings, LA Galaxy and Eisbären Berlin;
- Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating, and other strategic partnerships.
- And Ticketing, which provides more than 400 clients worldwide with ticketing services that cover the gamut of entertainments, including sporting events, arena tours, music clubs festival, rodeos and family events.

Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 90 million guests annually. More information about AEG can be found at www.aegworldwide.com.

About Sweet Paris

Sweet Paris Crêperie & Café is a fast-growing restaurant franchise specializing in sweet and savory crêpes, waffles, salads, hot drinks and more. On a mission to "Revive the Art of Eating Crêpes" one crêperie at a time, Sweet Paris is seeking qualified Strategic Partners, especially those with a background in hospitality, to expand the concept in new markets. For more information about the brand, please visit www.sweetparis.com, and for more information on Strategic Partnership Opportunities, visit www.sweetparisfranchise.com.

About Shipley Do-Nuts

Founded in 1936, Houston-based [Shipley Do-Nuts](#) is one of the nation's oldest and largest donut brands, with more than 360 company-owned and franchised restaurants across 12 states, serving up its famous donuts, coffee and kolaches to generations of guests. Shipley is ranked No. 110 on Entrepreneur magazine's Franchise 500® 2024 list and No. 1 in its category and is No. 147 on the [Technomic 2024 Top 500](#). Follow Shipley on [Instagram](#) and [Facebook](#) @ShipleyDonuts, and sign up for Do-Happy Rewards at

ShIPLEYDonuts.com/rewards to unlock free donuts, discounted coffee, exclusive merchandise and more.

About Virentes Partners Group

Virentes Partners Group is a private investment, operations and management platform that seeks to partner with the world's leading consumer and business brands. Founded in 2022, the group deploys flexible capital in sectors where it has deep institutional knowledge and operating capability to support the operational and growth needs of founder-led and high-growth partner companies. www.virentes.com.

About Virentes Hospitality

Virentes Hospitality is an owner and operator of differentiated restaurant concepts that span multiple geographies across the southeast. Virentes is passionate about enriching the lives of its team members and the communities it serves. With highly craveable culinary offerings and a focus on exceptional guest experiences, Virentes strives to set the platinum standard for hospitality, creating warm and inviting atmospheres that celebrate connection, community, and the joy of sharing a meal.

Virentes geographic footprint currently focuses on Central and Northern Florida including Tampa Bay, Southeast Coast, Orlando and Jacksonville as well as the Greater Nashville, Tennessee markets and the Raleigh Durham Research Triangle in North Carolina. Virentes Hospitality is a portfolio asset of Virentes Partners Group.

Media contacts:

Ann Waller Curtis

Annwaller.curtis@stonesrivergroup.com

Southwest Value Partners/Nashville Yards

Michael Roth

mroth@aegworldwide.com

AEG

Ella Lawrence

ella.lawrence@lowecom.com

Virentes Partners