

Jeni's Splendid Ice Creams to Open Second Nashville Shop in 12South

POSTED BY STEVE HARUCH ON TUE, MAY 14, 2013 – NASHVILLE SCENE



PHOTO: SINCLAIR KELLY

There's been some chatter recently about a [Jeni's Splendid Ice Creams](#) expansion in Music City, and word comes today of a second full-size scoop shop coming to the new 12 South Flats building taking shape on 12th Avenue South. Jeni's — started in Columbus, Ohio, in 2002 by Jeni Britton Bauer — [opened its first outside-the-Buckeye-State shop in East Nashville in June 2011](#), and has drawn steady crowds ever since. The new shop will have [a familiar neighbor](#). In short:

(NASHVILLE, TENN.)—Jeni's Splendid Ice Creams is proud to announce plans to open their second full-size scoop shop in Nashville since 2011. Located at 2314 12th Avenue South in the heart of the historic 12 South neighborhood, the shop will be part of 12 South Flats, which has been developed by H.G. Hill Realty and Southeast Venture.

The shop, featuring all of the grass-grazed ice creams Time called “the best in America,” will open later this year next to Josephine, the new cafe by Miranda Whitcomb, who serves Jeni's ice creams in her Burger Up restaurants. Other Music City favorites in the area include 12 South Taproom & Grill, Burger Up, and Imogene + Willie.

In addition to the new 12 South scoop shop, Jeni's is also scooped at the full-size shop in East Nashville and at Hot & Cold, the ice cream and coffee cafe operated by Bongo Java in Hillsboro Village.

Jeni Britton Bauer, Jeni's Splendid Ice Creams' Founder and President, says that opening a shop in the vibrant, pedestrian- and cyclist-friendly 12 South neighborhood “is a natural extension” of the company she started in 2002 in Columbus, Ohio.

“12 South, like East Nashville and Hillsboro, is such a lively, cool little neighborhood,” Jeni says. “It reflects the best of Nashville, which continues to be a city that attracts some of the most creative people in the country.

“We're super excited to open another shop in Nashville and bring what we do to 12 South. I'm really proud to be joining a do-it-yourself part of town that includes Miranda (Whitcomb) and Carrie and Matt (Eddmenson) at Imogene + Willie and all the other entrepreneurs there who build everything from the ground up and provide so much for their customers.”

Jeni's Splendid Ice Creams—which mail orders pints of ultra-creamy, deeply flavorful, one-of-a-kind flavors to an ever-increasing number of households coast to coast—is also served in select grocery stores and markets throughout Nashville and America.

All of the ice creams that Jeni creates begin with grass-grazed Ohio cream from the foothills of the Appalachian Mountains. Each flavor's main ingredients are provided directly from the source. A prime example is Yazoo Sue with Rosemary Bar Nuts, which is the direct result of a partnership struck up after Jeni opened her shop in East Nashville.

“Since we've opened shops in Nashville we've been able to cultivate the same sort of relationships with farmers and growers and suppliers here that we have in Ohio,” says Jeni.

“When I create new ice creams, a lot of the time the ideas are sparked by someone turning me onto a special ingredient like Yazoo's beer, and opening another shop in Nashville means we'll be able to meet even more people and make even more amazing ice creams.

“We couldn't be happier for the opportunity to be able to add a little more to Nashville's singular culture of food and drink. And I'm really excited to bring our great grass-grazed, full-flavored ice creams to another great neighborhood in Nashville.”