SELDEN MARKET

For Immediate Release

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TWO NEW BUSINESSES JOIN SELDEN MARKET THIS FALL

Craft Cocktail Emporium and Artisanal Bakery Added to Selden Market's Fall Relaunch Roster

NORFOLK, Va. — (August 2025) — Downtown Norfolk Council and Selden Market are thrilled to announce the addition of two exciting new storefronts to Selden Market's small business family: Model Citizen Cocktail Supply and Juniper & Jam. These new shops will officially open their doors this fall, just in time for the holiday season and the celebratory relaunch of Selden Market as it unveils the final phase of its highly anticipated renovations.

Known for its commitment to supporting small businesses, creative entrepreneurs, and local culture, Selden Market continues to evolve as one of the region's most dynamic retail destinations. The upcoming openings mark a new chapter in the market's mission to foster vibrant, community-rooted businesses in the heart of Downtown Norfolk.

Led by nationally recognized mixologist and bar consultant Josh Seaburg, Model Citizen Cocktail Supply will offer everything you need to craft professional-quality cocktails at home—except the booze. Visitors can expect a highly curated selection of premium mixers, bespoke cocktail bases, mouth-blown glassware, artisan barware, and a rotating calendar of tasting events and educational classes.

"Selden Market presents an exciting opportunity to open a space that people feel comfortable 'just stopping by,'" says Seaburg. "I grew up in record stores and bookstores that encouraged community and conversation. That's the feeling we want here—part store, part experience."

Guests can sip low-ABV spritzes or explore non-alcoholic alternatives while browsing thoughtfully sourced products, including Model Citizen's flagship product, Fast Fashion—a wildly popular, just-add-whiskey Old Fashioned based on Seaburg's signature recipe at Neat Bird Chicken & Whiskey. The shop will also offer gourmet hot dogs (including vegetarian options) and serve as a home base for event cocktail consulting.

Helmed by longtime educator-turned-baker Sarah Wingate, Juniper & Jam brings small-batch jams, baked goods, and simple, seasonal lunches to Selden Market—crafted with love, intention, and locally sourced ingredients.

Formerly known to many as Sarahndipitous, Sarah built a loyal following through local farmers markets and vendor events across the region.

“What began as a farmer’s market table has grown into a dream come true,” she says. “Norfolk has a welcoming, creative energy that feels like home. Juniper & Jam is here to offer food that feels like a warm hug—comforting, nourishing, and made with care.”

Driven by a mission to serve both food and community, Juniper & Jam is rooted in connection. The shop plans to eventually provide training and employment opportunities for individuals with disabilities, blending Sarah’s background in special education with her vision for a more inclusive and delicious future. Customers can expect everything from jam jars to flaky pastries to hearty, homemade lunches—plus a healthy dose of joy.

“We couldn’t be more excited for what’s ahead,” said Careyann Weinberg, Director of Economic Vitality for Downtown Norfolk Council. “With Model Citizen and Juniper & Jam, we’re welcoming two incredibly thoughtful, talented, and mission-driven entrepreneurs to the Selden family. These businesses embody everything we stand for—creativity, quality, purpose, and a deep love for community. As renovations wrap up this fall, we’re ready to reintroduce Selden Market as a vibrant hub for culture, connection, and commerce. We can’t wait to get back to hosting regular community events and offering a welcoming, inspiring space for our small businesses and the people who support them.”

Selden Market’s fall openings signal just the beginning of an exciting new era. Additional new businesses will be announced in the coming months. Stay tuned as Selden continues to grow, connect, and create new opportunities for small business success in Downtown Norfolk.

Selden Market, an award-winning retail incubator from the Downtown Norfolk Council, is a unique opportunity that allows business owners to test ideas and concepts with low rent and low-risk options and has become a model for cities throughout the United States. It features an eclectic mix of high quality, small businesses with a majority of women- and minority-owned shops. Selden Market businesses are open Mon., Wed., Thurs., Sun., 11am-5pm, Fri. & Sat. 11am-6pm. Some stores hold additional hours during the week. Stay up to date on Selden events, announcements and more on their Instagram.

***Selden Market** is operated by **Downtown Norfolk Council (DNC)** a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive, and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.*

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