

Business growing at The White Oak restaurant

Business First of Louisville - by [Ben Adkins](#) Staff Writer

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Business has grown “slowly but steadily” at **The White Oak** in the two months since it opened, said co-owner Allen Heintzman.

The restaurant, located at 620 E. Market St., formerly operated as Artemisia but was purchased by Heintzman, Charlie Melton and a group of silent partners in April.

Both Heintzman and Melton worked as chefs at Artemisia.

“I’ve always kind of wanted to be an entrepreneur,” Heintzman said.

Heintzman said former owner Ann Hargis approached him and his partners about buying the restaurant and leasing the space. He declined to disclose the purchase price, “but I think it was fair for

both parties.”

Hargis could not be reached to comment on this story.

The acquisition included equipment and the name of the restaurant, which the new owners decided to change as they implemented a new concept.

“What we’re aiming to do is promote local growers, using traditional Southern recipes and cuisine,” Heintzman said. “The menu changes pretty frequently, based on what’s fresh and what’s in season.”

A customer favorite is fried chicken, he said. The chickens are local and organic, breaded using locally produced flour and eggs.

Heintzman said the owners had some concerns about opening a restaurant after others in the East Market district closed, such as Jenicca’s Cafe & Wine Bar and Primo Restaurant & Bar.

But “for almost every restaurant that closed, another has opened up,” he said, pointing to Wiltshire Pantry and 732 Social.

“It’s really an eclectic, hip part of town.”

Like Artemisia, The White Oak also is a gallery. The art, created by local artists, is on consignment from the Kentucky Museum of Art and Craft and can be purchased by customers.

Art is rotated quarterly and consists mainly of paintings and photography, Heintzman said.

The White Oak is open for lunch Monday through Friday, from 11 a.m. to 2 p.m., and for dinner on Tuesday through Saturday, from 5 to 10 p.m. It is closed on Sundays.

For more information, visit www.thewhiteoakrestaurant.com.