**OLD MARKET**

**THIS LIVELY 20-SQUARE BLOCK AREA IS UNIQUELY OMAHA AND FILLED WITH NOSTALGIA AND INNOVATION.**

Cobblestone streets lined with unique boutiques, antique emporiums, innovative restaurants, local pubs and tasty sweet shops create the magic of the Old Market Entertainment District.

The Old Market and its red brick warehouses were the epicenter of activity back in the 1880s, bustling with produce dealers, buyers and traders, until the late 1950s when the area was threatened with building condemnation. But Sam Mercer, the son of a prominent physician and landowner, wanted to renovate the old buildings for new uses. At the time, Mercer’s idea was said to be foolish; today he is considered a visionary. See a true merging of old and new, like a brew pub inside a 1903 firehouse and a contemporary art center inside a former grocery warehouse.

**Tip: Most of downtown Omaha hotels are within walking distance and offer complimentary shuttle service to and from the Old Market.**

**OLD MARKET GEMS & EXPERIENCES**

Mud Balls: Bet you can’t eat just one of these delicious chocolate-coated cookie and cream cheese truffles at the **Old Market Candy Shop**.

Pez: One of the largest Pez candy dispenser collections known to man can be found at **Hollywood Candy**.

Carriage Rides: Take a nostalgic ride in and around the Old Market on a horse-drawn carriage. Rides range from 10 minutes to one hour.

Taste of Tiki: **Laka Lona Rum Club** welcomes patrons to paradise with a playful atmosphere and over-the-top fun craft cocktails.

Passion for Fashion: **Pretty in Patina** stocks new and gently loved vintage merchandise. Christian Louboutin shoes and Louis Vuitton bag, anyone?

Cheesecake by the Inch: Turtle fudge, cherry and key lime are just a few of the fabulous flavors of cheesecake you can order by the inch at **Wheatfields Eatery & Bakery**.

Christmas 24/7: Check out **Tannenbaum Christmas Shop**, where every day is Christmas.

#1 Bacon: **The Diner** serves up thick-cut bacon cooked with a secret brown sugar glaze.

Live Entertainment: Street musicians and artists add to the Old Market experience. Enjoy the ambiance while shopping or sipping a drink on a patio.

Books Galore: **Jackson Street Booksellers’** floor-to-ceiling books will delight your inner bibliophile.

Outdoor Dining: Several Old Market restaurants offer al fresco dining and imbibing options to soak up the sun, music and atmosphere.

Homemade Ice Cream: Find unique ice cream flavors at **Ted & Wally’s**, where they make premium ice cream from scratch. Sure, they have the classics, but live on the wild side and try something like White Mint Mountain, Monster Cookie or Apple Pomegranate Crisp.