

FIND THE FARMERS' MARKET ORIGINALS CLUES



Market Original #1

“Food gotta cook don't come out of a can!” is the motto of this popular restaurant, serving up pizza, sandwiches, salads, soups, and brunch. They have options to fit every dietary preference, from vegan to gluten-free!

Fresh Tip: This establishment has been serving diners on Market Square for over 30 years! Look for the colorful lights on the patio.



Market Original #2

Two of the best things in life come together at this shop, right around the corner from the Downtown Knoxville Seasonal Mural. Think: cup of joe + indulgent treats.

Fresh Tip: This coffee shop is open from early morning to late at night to serve passerbyers, visitors, and locals between Market Square and Gay Street.



Market Original #3

Ladies in red and white greet you with a smile while swirling truly delightful treats. Try the “Sassy Cow,” a sweet cream cone dipped in chocolate and drizzled with caramel!

Fresh Tip: In the heart of Gay Street, you'll see a line out the door at this famous parlor that churns fresh ice cream from their local dairy farm.



Market Original #4

Local goods, house plants, and a coffee bar—this gift shop has it all! Browse one of the biggest collections of treasures from Knoxville makers.

Fresh Tip: Make your way to the 100 block of Gay Street and look for the blue door sandwiched between a cocktail bar and a Japanese restaurant.



Market Original #5

One of Knoxville's favorite illustrators shares a name with the City of Lights. Her artwork celebrates Knoxville with a signature style that's all her own.

Fresh Tip: Head to the 100 block of Gay Street to find fanciful illustrations gracing shirts, puzzles, and unique wall art at this studio and retail shop. You might even spot Paris at work!



Market Original #6

This local artist made her debut at the Farmers' Market and now has a working studio at this fine arts center, the cornerstone of First Friday ArtWalk.

Fresh Tip: You'll find her vibrant cityscapes at the beautiful art center and event venue on the corner of Jackson Ave and Gay Street!



Market Original #7

This long-standing coffee shop has some of the best espresso, teas, and pastries in town, which are best enjoyed on their charming patio nestled in an alley.

Fresh Tip: Downtown Knoxville is home to several places to grab coffee, but this is the original—celebrating over 30 years in the Old City.



Market Original #8

From humble beginnings—peddling their hand-rolled specialties from a tricycle—to today's busy storefront that sells out daily, this hidden gem is one you won't want to miss!

Fresh Tip: No one does hand-rolled specialty tamales quite like this shop in the Old City. Grab a kombucha and a side of gluten-free banana pudding with your meal.