Caterer relocating business to downtown site

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A Greensboro caterer is poised to move her business to downtown Greensboro.

Renee Schroeder, the owner of Sweet Basil's Catering, has signed a lease for 611 S. Elm St., according to JJ Joubran, president of Joubran Commercial Properties. Joubran said he handled the lease signing and said Schroeder would be moving her catering business to the site.

Renee Schroeder, the owner of Sweet Basil's Catering, has signed a lease for 611 S. Elm St.

Attempts to reach Schroeder were not immediately successful. According to her company's website, Sweet Basil's is currently located at 12-I Wendy Court, a property in a business park off West Market Street.

The 6,000-square-foot property where Sweet Basil's will be moving was purchased for $710,000 in June by Buckhead Investments, an Atlanta-based real estate investment group. Joubran represented Buckhead in the deal. He said Sweet Basil's move to the site will be natural, since it was previously occupied by another caterer, Catering Carolina.

"It was a quick turnaround," Joubran said. "It just happened to where everything lined up. Sweet Basil's was looking for more space and they wanted to be downtown. This is a good deal for everyone."

In addition to the catering business, Schroeder had previously operated two restaurants in Greensboro. One, which shared the Sweet Basil's name, was a fine-dining restaurant on Dolley Madison Road, while the other was a bistro-style eatery that had operated as Basil's & Co. on Westover Terrace. Struggling to make the numbers work in the aftermath of the recession, she closed both in 2011, with the fine-dining venue shuttering in February and the bistro in September. She's concentrated since then on the catering business.

Steve Huffman
Reporter
Triad Business Journal