
MENUS

3078 MADDUX WAY, FRANKLIN, TN 37069

615.567.6240

@HERBANMARKET1

WWW.HERBAN-MARKET.COM



HERBAN
MARKET



BURGERS & SANDWICHES & TARTINES

LOCAL + ORGANIC + HOUSE-MADE + 100% GRASS FED BEEF
 ADD EXTRA BEEF PATTY TO MAKE IT A "DOUBLE" (+6.50)
 SUB GLUTEN FREE (+1.5) OR VEGGIE PATTY!
 BURGERS AT DINNER ARE SERVED WITH A SEASONAL SIDE

The Classic Burger

beef patty, cheddar, tomato, onions, greens, house-made pickles, soy-free mayo, house-made seasonal ketchup, house-made bun (13)

Messy Burger

beef patty, bacon jam, garlic aioli, avocado, cheddar, over easy egg, house-made salsa, sprouts, house-made bun (15)

A.T.U. Burger ("All the Veggies")

veggie patty, tomato, onion, greens, remoulade sauce, avocado, house-made bun (14)

Mama Alma Burger

beef patty, spinach, mushrooms, caramelized onions, avocado, roasted red peppers, goat cheese, jalapeños, bacon jam, house-made bun (15)

Salmon Burger

wild-caught salmon patty, remoulade sauce, pickled onions, greens, spiralized cucumber, avocado, house-made buns (16)

Pimento Cheese Stuffed Burger

beef patty stuffed with pimento cheese, sauteed mushrooms, bacon, tomato serrano jam, garlic aioli, arugula, house-made bun (15) add egg (2)

Steak Sandwich

baguette, wagyu tri-tip steak, caramelized onion, roasted red bell peppers, mushrooms, mozzarella, horseradish sauce (15)
 ***Make it vegetarian! Sub mushrooms for the steak! (11)

Beet Huarache

beet corn huarache (thick corn tortilla served open face), black beans, mozzarella cheese, steak/chicken/egg, or veggie hash options, greens, pico de gallo, pickled onions, lime crema, guacamole - G/F (**can be Vegetarian, Vegan & D/F) (15)

TACOS

ALL G/F - SERVED WITH A SLICE OF LIME

Al Pastor

4 house-made corn tortillas, marinated pork and bacon, pineapple, cilantro, onions, avocado-tomatillo salsa and roasted tomatillo salsa G/F, D/F (14)

Carne Asada

4 house-made corn tortillas, marinated grilled skirt steak, roasted onions, raw onion, cilantro, avocado, house-made salsa, G/F, D/F (14)

Grilled Chicken

4 house-made corn tortillas, grilled chicken, adobo, pickled onion, cilantro, house-made salsa, G/F, D/F (14)

Cajun Salmon - or- Shrimp Tacos

3 house-made corn tortillas, wild-caught cajun salmon -or- shrimp, apple relish, lime crema, pickled onions, mixed herbs - G/F (15)

SALADS & PIZZAS

Take a look at the *Build-a-Bar* Menu for SALADS & PIZZAS!

All food is cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

APPETIZERS

LOCAL + ORGANIC + HOUSE-MADE INGREDIENTS

Sourdough Loaf of the Day

house-made sourdough loaf of bread, grass fed herb butter, olive oil & balsamic, fresh herb "clothes" line (13)

Charcuterie & Cheese Board

assorted grass fed cheeses, assorted charcuteries, house-made jams, house-made pickled veggies, olives, nuts, house-made crostinis, house-made crackers. Order for 2 people (20) | 4 people (32)

Bone Marrow

100% grassfed pastured beef bones with marrow, house-made tortillas, guacamole, lime, salsa, fresh herbs - D/F (15)

Hummus Plate

house-made hummus, grilled pita, smoked chabani oil, cucumbers, tomatoes, onions, olives, paprika, maldon salt - D/F, vegan (12)

Deviled Eggs

pickled relish and roasted red bell pepper deviled pastured eggs, house made bacon jam, paprika - G/F, D/F (10)

ENTRÉES

LOCAL + ORGANIC + HOUSE-MADE INGREDIENTS

"Beet" Wellington

roasted beet with mushroom duxelles and spinach wrapped and baked in a house-made puff pastry, vegetable demi glace, butternut squash puree, sautéed spinach (VEGETARIAN) (22)

Wild Keta Salmon

Risotto, roasted root vegetables, seared salmon (skin on), arugula salad- G/F (**can be made D/F) (28)

Argentinian Skirt Steak

smashed crispy herb potatoes, grilled marinated steak (approx 6 oz), chimichurri, charred onions, roasted tomatoes - G/F, D/F (25)

Belly Pork Chop

local pastured pork chop cooked with butter and sage, butternut squash puree, fermented apples cooked with brown butter, pistachios, sage, thyme, pickled fennel, pickled beets, pepitas, orange zest - G/F (32)

Sweet Potato Lasagna

Sweet potato, ricotta, herbs, and béchamel sauce baked with marinara (18) OR meat sauce (21) and topped with parmesan - G/F

Vegetable Mushroom Risotto

Risotto with roasted root veggies, mushrooms, spinach, pepitas, herbs, lemon zest - D/F, G/F, Vegan (20)

Low Country Shrimp & Grits

creamy grits, shrimp sautéed in herb butter with mushrooms, bacon, scallions and roasted tomatoes, finished with white wine, cream, and lemon juice (27)

Bone-in Ribeye Bulgogi

bulgogi style marinated ribeye, kimchi fried rice with scallions, ginger, garlic, mushrooms, carrots, red peppers, topped with a fried egg (32)

Short Ribs

red wine and hibiscus braised short ribs, pearl onions, bacon, and green peas, braised swiss chard, corn brulee (30)

SANDWICHES

SUB GLUTEN FREE BREAD (+1.5)
SUB COCONUT WRAP (+2.25)

The Focaccia

focaccia bread, local pastured scrambled eggs, bacon, avocado, caramelized onions, cheddar (9)

Reuben

sourdough, house-made kombucha pastrami (sub chicken option), house-made sauerkraut, cheddar, thousand island (13)

Turkey Melt 2.0

sourdough, spicy soy-free mayo, turkey, bacon, red onion, greens, tomatoes, pickled jalapeños, avocado, cheddar (12)

Steak Sandwich

baguette, wagyu tri-tip steak, caramelized onion, roasted red bell peppers, mushrooms, mozzarella, horseradish sauce (15)
***Make it vegetarian! Sub mushrooms for the steak! (11)

Monte Cristo

sweet and savory French toasted ham and goat cheese sandwich on cranberry walnut sourdough with an herbed fruit syrup (13)

Chicken Salad BLT

Cranberry chicken salad, bacon, lettuce, tomato on toasted sourdough bread - D/F (12)

TACOS

ALL G/F - SERVED WITH A SLICE OF LIME

Al Pastor

4 house-made corn tortillas, marinated pork and bacon, pineapple, cilantro, onions, avocado-tomatillo salsa and roasted tomatillo salsa, lime G/F, D/F (14)

Carne Asada

4 house-made corn tortillas, marinated skirt steak, roasted onions, raw onion, cilantro, avocado, roasted tomatillo salsa, G/F, D/F (14)

Grilled Chicken

4 house-made corn tortillas, grilled chicken, adobo, pickled onion, cilantro, house-made salsa, G/F, D/F (14)

Breakfast Tacos

3 house-made corn tortillas, beans (w/ bacon fat), scrambled pastured eggs, bacon, avocado, cheddar, cilantro, house-made salsa, G/F (11)

Cajun Salmon - or- Shrimp Tacos

3 house-made corn tortillas, wild-caught cajun salmon -or- shrimp, apple relish, lime crema, pickled onions, mixed herbs - G/F (15)

WRAPS

SUB COCONUT WRAP (+2.25)

Turkey Cucumber Wraps

coconut wrap, soy-free mayo, turkey, avocado, carrots, cucumber, feta, sprouts, serrano honey vinegar - G/F (15)

Plant Power Wraps

coconut wrap, vegan cheese, quinoa, carrots, tomatoes, roasted red peppers, avocado, mushrooms, greens, neopolitan herb balsamic - G/F (14)

Chicken Caesar Wrap

pita wrap, house-made caesar dressing, grilled chicken, parmesan, charred brussels sprouts, roasted tomatoes, grilled lemon, grilled scallions, greens (13)

Breakfast Burrito

pita wrap, breakfast sausage, pastured egg, avocado, black beans, cheddar, served with house salsa (14)

Chicken Hummus Wrap

pita wrap, hummus, greens, chicken, feta, olives, tomatoes, red onions, cucumbers, paprika, olive oil (14)

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BURGERS

LOCAL + ORGANIC + HOUSE-MADE + 100% GRASS FED BEEF
ADD EXTRA BEEF PATTY TO MAKE IT A "DOUBLE" (+6.50)
SUB GLUTEN FREE (+1.5) SUB WITH A VEGGIE PATTY!

The Classic Burger

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Messy Burger

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beef patty, spinach, mushrooms, caramelized onions, avocado, roasted red peppers, goat cheese, jalapeños, bacon jam, house-made bun (14)

Salmon Burger

wild-caught salmon patty, remoulade sauce, pickled onions, greens, spiralized cucumber, avocado, house-made buns (15)

Pimento Cheese Stuffed Burger

beef patty stuffed with pimento cheese, sauteed mushrooms, bacon, tomato serrano jam, garlic aioli, arugula, house-made bun (14) add egg (2)

TARTINES

SUB GLUTEN FREE BREAD (+1.5)

Avocado Toast - Matt's Special

open-face sourdough, avocado mash, sliced avocado, 2 fried eggs, sprouts, red onions, tomatoes, traditional balsamic, cheddar (11)

Beet Huarache

beet corn huarache (thick corn tortilla served open face), black beans, mozzarella cheese, steak/chicken/egg, or veggie hash options, greens, pico de gallo, pickled onions, lime crema, guacamole - G/F (**can be Vegetarian, Vegan & D/F) (15)

BREAKFAST

SUB GLUTEN FREE BREAD (+1.5)

Steak & Eggs

wagyu tri-tip, veggie hash of the day, red peppers, red onion, 2 eggs any way, sourdough toast, house made salsa, house made jam - D/F (15)
sub bacon (11)

Cranberry Walnut French Toast

cranberry walnut sourdough french toast, apple maple topping, coconut whipped cream - D/F (10)

Ayla's Banana Pancakes KIDS LOVE THIS, TOO!

local pastured eggs scrambled with organic bananas, vanilla, cinnamon, topped with coconut whipped cream - D/F, G/F (8)

Build-a-Bowl or -Omelette

BASE three local pastured scrambled eggs (11)

CHOOSE YOUR OLIVE OIL

butter infused olive oil (dairy free) | cayenne fused olive oil

CHOOSE 3 TOPPINGS

avocado | caramelized onions | roasted red peppers | sprouts
sautéed kale | spinach | sauerkraut | tomato | feta | cheddar

+ ADD MEAT +

turkey | chicken | ham | bacon | sausage (+ 2.75)

SIDES

SIDE SALAD | tomato, cucumber, onion, carrot, dressing of choice (5)

POTATO SALAD | kale, soy-free mayo, red peppers, potatoes - G/F, D/F (3)

SOUP OF THE DAY | recipe changes daily. 12oz (6) | 16oz (8) | 32oz (15)



BREAKFAST FAVS - SERVED FROM OPEN - 3p

DAY MENU

SERVED DAILY FROM 10a - 3p

ESPRESSO BAR

ORGANIC BEANS + LOCALLY ROASTED BY E&B COFFEE ROASTERS
Dairy used is from local Hatcher Family Dairy Farm
Our lattes are lightly sweetened. If you prefer more sweet, let us know.
Try our drinks ICED!

- Espresso 2 oz (2.79)
- Macchiato 3 oz (3.59)
- Cappuccino 6 oz (4)
- Cortado 4 oz (3.89)
- Americano espresso + RO water | 12 oz (2.79)
- Red Eye drip coffee + shot of espresso | 12 oz (3.69) 16 oz (3.89)
- Black Eye drip coffee + 2 shots of espresso
12 oz (3.69) 16 oz (3.89)
- Cuban espresso with swt. cond. milk & half & half | 12 oz (3.89)
- Latte 12 oz (4.29) 16 oz (5)
- Mocha Latte a latte + D/F chocolate | 12 oz (4.79) 16 oz (5.49)
- Seasonal Latte a latte + seasonal inspiration
12 oz (4.79) 16 oz (5.49)
- Chai Latte local whole milk + chai + cinnamon
12 oz (4.79) 16 oz (5.89)
- Matcha Latte almond milk + green tea matcha
12 oz (5.49) 16 oz (5.89)
- Golden Milk Latte almond milk + Golden Milk
12 oz (5.49) 16 oz (5.89)

DRIP COFFEE

ORGANIC BEANS + LOCALLY ROASTED
BY E&B COFFEE ROASTERS w/ RO FILTERED WATER

- 12 oz (2.79)
- 16 oz (3)
- 20 oz (3.29)

ICED COLD BREW

ORGANIC BEANS + COLD BREW PROCESS
w/ RO FILTERED WATER

- 16 oz (3.89)
- 20 oz (4.79)

POUR OVER COFFEE

HAND-POUR ORGANIC COFFEE
PLEASE ALLOW 10 - 15 MINUTES

- 12 oz (4)
- 16 oz (5)

MILK ALTERNATIVES & SUBSTITUTIONS:

- hemp milk (+1.5)
- almond milk (+1.5)
- coconut milk (+1.5)
- macadamia milk (+1.5)
- oat milk (+1.5)

WINE & BEER - BY THE GLASS

organic & biodynamic wines + local & craft beers
AVAILABLE DAILY AT THE WINE BAR BEGINNING AT 10AM TIL CLOSE

OTHER SIPS

- Kombucha on Tap brewed by Booch | 16 oz (5) 20 oz (6.25)
- Iced Tea brewed unsweetened assam tea | 16 oz (2.49) 20 oz (2.95)
- Hot Tea seasonal varieties | 12 oz -or- 16 oz (2.99)
- Hot Chocolate D/F chocolate + steamed milk | 12 oz (2.99)

JUICES & BOOSTER SHOTS

ALL ORGANIC & JUICED ON DEMAND | Feel free to modify the ingredients below. Our juices are **not pasteurized**. Consuming raw or undercooked foods (yes, even fruits & veggies) may increase your risk of foodborne illness, especially if you have certain medical conditions or a weakened immune system such as in children or the elderly.

The Herban Market

kale, celery, cucumber, apples, lemon, ginger | 16 oz (9)

Drop the Beet

beet, orange, carrot | 16 oz (9)

Put On Your Sunday Juice

apple, pear, carrot, celery, lemon, ginger, turmeric | 16 oz (9)

Crystal Green

kale, celery, cucumber, ginger, coconut water | 16 oz (9)

I Juice You Forever

beet, apple, cucumber, ginger | 16 oz (9)

Juice o' Crazy

orange, cucumber, carrots, HM coconut white balsamic | 16 oz (9)

Mint Condition

celery, cucumber, apple, lemon, coconut water, HM thai lemongrass mint white balsamic | 16 oz (9)

Spritzer (Kombucha + Juice!)

pick a juice from above + your favorite kombucha on tap | 16 oz (9)

Superman Shot

ginger + coconut water | 1 oz (3.49)

Batman & Robin Shot

ginger + lemon | 1 oz (3.49)

Superwoman Shot

ginger + lemon + turmeric | 1 oz (3.49)

Dead Shot

ginger + lemon + turmeric + cayenne | 1 oz (3.49)

SMOOTHIES

ALL ORGANIC INGREDIENTS

It's Going to be a "Berry" Good Day

almond milk, banana, seasonal berries, honey | 16 oz (8.99)

Matcha Needed in a Smoothie

almond milk, matcha powder, banana, pineapple or mango, honey | 16 oz (8.99)

Hey, Wake Up!

almond milk, cold brew coffee, banana, honey, cacao powder | 16 oz (8.99)

SMOOTHIE ADD ONS:

- vanilla or chocolate protein powder (+1.75)
- mushroom powder immunity (+2)
- flax (+ 1.5)
- chia seeds (+1.5)
- maca (+3)
- collagen (+4)
- vitamin c (+3)
- cbd (+2.5)
- spinach (+1.25)

SIGNATURE SALADS

ALL SIGNATURE SALADS ARE LARGE

FRESH + LOCAL + PASTURED + HOUSE-MADE + ORGANIC INGREDIENTS

Herban Caesar

greens, house-made caesar dressing, bacon, grilled lemon, grilled scallions, roasted tomatoes, brussels sprouts, toast points, parmesan, chicken (17)

Cobb

greens, house-made green goddess dressing, deviled eggs, bacon, feta, tomatoes, avocado, cucumbers, chicken (17)

Pear Arugula

arugula, roasted beets, roasted pears, sweet pecans, red onion, goat cheese, brussel sprouts, chicken, apple dressing (17)

Winter Quinoa Bowl

spinach, quinoa, roasted root veggies, roasted pears, beets, brussel sprouts, goat cheese, sage and mushroom oil, fig balsamic - Vegetarian, can be made vegan (14)

SIGNATURE PIZZAS

ORGANIC WHEAT
SUB GLUTEN FREE CRUST (+1.5)
SUB BROCCOLI CRUST (+1.5)

FRESH + LOCAL + PASTURED + HOUSE-MADE + ORGANIC INGREDIENTS

Margherita

10" w/ red sauce, mozzarella, tomatoes, fresh basil, HM olive oil, salt (12)

Meat Lovers

10" w/ red sauce, mozzarella, salami, ham, pepperoni, andouille sausage, bacon (15)

Breakfast Pizza

10" w/ red sauce, mozzarella, breakfast sausage, spinach, eggs (13)

Prosciutto and Arugula Pizza

10" w/ wild mushroom & sage olive oil, goat cheese, roasted pears, brussels sprouts, prosciutto, topped with arugula salad (arugula, lemon olive oil, red pepper flakes, red onion, pickled fennel finished with aged fig balsamic) (15)

Winter Harvest Pizza

10" w/ butternut squash puree, roasted root veggies, roasted pears, ricotta cheese, maldon salt, aged fig balsamic - VEGETARIAN (13)

SIGNATURE WRAPS

SUB COCONUT WRAP (+2.25)

FRESH + LOCAL + HOUSE-MADE + ORGANIC INGREDIENTS

Turkey Cucumber

2 coconut wraps, soy-free mayo, turkey, avocado, carrots, cucumber, feta, sprouts, serrano honey vinegar (15)

Plant Power

2 coconut wraps, vegan cheese, quinoa, carrots, tomatoes, roasted red peppers, avocado, mushrooms, greens, HM Neapolitan Herb balsamic (14)

Chicken Caesar

1 pita wrap, house-made caesar dressing, grilled chicken, parmesan, charred brussels sprouts, roasted tomatoes, grilled lemon, scallions, greens (13)

Breakfast Burrito

1 pita wrap, breakfast sausage, egg, avocado, black beans, cheddar, house-made salsa (13)

Chicken Hummus Wrap

1 pita wrap, hummus, greens, chicken, feta, olives, tomatoes, red onions, cucumbers, paprika, olive oil (14)

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Build-a-Salad

CREATE YOUR VERY OWN ORGANIC SALAD

Each salad is per person, not to be shared. They're just too good! Sorry, but we cannot put ingredients on the side.

PICK A SIZE

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SMALL
\$10

LARGE
\$15

PICK GREENS

spring mix | kale | arugula
hydroponic local greens | spinach

PICK A DRESSING

PICK 7 TOPPINGS

PICK A CHEESE

sub goat cheese (+2.50)
sub vegan cheese (+2)

ADD PROTEIN

chicken, turkey, ham, or bacon (+2.75)
salmon (+5)

Build-a-Pizza

CREATE YOUR VERY OWN ORGANIC PIZZA

10" PIZZA (13)

(KIDS PIZZAS AVAILABLE FOR UNDER 12 YRS - SEE KIDDOS MENU)

PICK A CRUST

organic wheat
organic gluten free (+1.5)
organic broccoli (+1.5)

PICK 4 TOPPINGS

each additional (+1)

PICK A PROTEIN

each additional - chicken, turkey, ham, bacon, sausage, pepperoni, salami (+2.75)
salmon (+5)

PICK A CHEESE

sub goat cheese (+2.50)
sub vegan cheese (+2)

Build-a-Wrap

CREATE YOUR VERY OWN ORGANIC WRAP RECIPE

PICK A WRAPPER

house-made organic pita (13)
sub coconut wrap (+2.25)

PICK A DRESSING

PICK GREENS

spring mix | kale | arugula
hydroponic local greens | spinach

PICK 5 TOPPINGS

each additional (+1)

PICK A PROTEIN

each additional - chicken, turkey, ham, bacon, sausage, pepperoni, salami (+2.75) salmon (+5)

PICK A CHEESE

sub goat cheese (+2.50)
sub vegan cheese (+2)

KIDDOS

SERVED FROM 10a - 3p // 4p - CLOSE

AB&J almond butter & jam on sour dough (6)

Burger beef patty on a house made bun (7)

Grilled Cheese house-made sourdough and cheddar (7)

Chicken Taco three house-made corn tortillas grilled chicken (7)

SERVED FROM 10a - CLOSE

Pizza mozzarella 5" cheese -or- pepperoni (7)
organic wheat crust -or- gluten free (+1.50)

KIDS MENU ITEMS ARE RESERVED FOR CHILDREN
12 AND UNDER

SERVED WITH A SIDE OF FRESH ORGANIC FRUIT



BREAKFAST FAVS - SERVED FROM OPEN TIL 3p

BUILD-A-BAR MENU

SERVED DAILY FROM 10a - CLOSE

EAT REAL. BE REAL.
ONLY REALLY, REAL FOOD SERVED HERE.
NO, REALLY.

organic



3078 MADDUX WAY
FRANKLIN, TN 37069
@HERBANMARKET1

local

RESTAURANT & BAKERY
BREAKFAST | LUNCH | DINNER
BUILD-A-BAR // SALAD, WRAP, PIZZA BAR
COFFEE BAR
JUICES | SMOOTHIES | KOMBUCHA
GROCER & MARKET
SUPPLEMENTS | LOCAL BODY CARE
WILD CAUGHT SEAFOOD
GRASSFED | PASTURED MEATS
WINE & BEER BAR

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