

## FOR IMMEDIATE RELEASE

### Holeman & Finch Partners with ai3 to Re-invent the Package Store

*Wine, beer and spirits boutique defies traditional retail experience*

**ATLANTA** – January 26, 2010 – After putting Atlanta on the mixology and restaurant design map, the owners of Holeman & Finch Public House, H&F Bread Company and Restaurant Eugene have once again teamed up with design firm ai3, Inc. to create a complete hospitality experience: H&F Bottle Shop. While patrons of the wine, beer and spirits boutique can expect the same service and knowledge found at all of the owners' establishments, they will also get a taste of the unexpected from the store's unique design.

An extension of the Holeman & Finch brand, H&F Bottle Shop provides a modern alternative to traditional package stores. The shop's design foregoes the crowded display of inventory and instead focuses on showcasing a limited display of handpicked products. By minimizing front of house inventory, ai3's design makes room for more thoughtful customer interactions that spotlight the staff's expertise.

Notable design elements in the space include natural woods and two brass gaslight chandeliers to create a sleek interpretation of a centuries old bottle shop. The bottles, which are the art and craft on display, are well lit and represent the most predominant design feature in the space. Soft seating and tables provide a place for knowledge sharing and consultation between H&F Bottle Shop's staff and customers.

"There is an obvious disconnect between the sophistication of a restaurant and a package store. We wanted to create a place where we ourselves would want to shop for spirits – someplace where, if you wanted, you could learn the history of a particular product," said Gina Hopkins, co-owner of H&F Bottle Shop.

The shop is one of several one-of-a-kind retail spaces designed by ai3. As the firm continues to expand its design portfolio, principal Dan Maas notes how retail design is quickly changing:

"The lure of a boutique setting is its personality, which usually comes from an owner who is passionate about the offering. But, the overload of inventory can easily move the focus away from that passion and knowledge. If retailers really want to interact with their customers and showcase their expertise, they need a design that supports and invites that dialogue."

H&F Bottle Shop is scheduled to open in February 2010. To learn more, go to [www.hfbottleshop.com](http://www.hfbottleshop.com). For more information on ai3, please visit [www.ai3online.com](http://www.ai3online.com).

#### **About ai3, Inc.**

ai3's multi-disciplinary design services reveal the stories that give meaning and value to design. Through the exchange of ideas and thoughtful client dialogue, ai3 creates energetic, compelling

designs across a wide spectrum of industries and geographies. To learn more about ai3's architecture, interior and product design services, please visit [www.ai3online.com](http://www.ai3online.com).

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