A CLASSIC REBORN.

MEDIA KIT 2021
They say it’s what’s on the inside that counts. They say that what goes into something is what makes it special. The place once known for filling bottles was also known for something more.

A vision for the future—the pride of an entire community. They used to think that what went into those bottles had the power to make you feel alive. But what if where they filled them was the true source of inspiration? This is our place. Enjoy.

FILL EVERY MOMENT.
OVERVIEW

Situated in the Mass Ave corridor, the Bottleworks District is a fusion of past and present in the heart of historic neighborhoods.

WHAT’S PLANNED

A $300 million, 12-acre urban mixed-use development, Bottleworks will reimagine the iconic Coca-Cola building in downtown Indianapolis. The largest private development of its kind in Indiana, Bottleworks will serve as a culinary, arts, and entertainment hub, featuring the city’s first food hall, a boutique hotel, unique residential options, as well as 180,000 square-feet of flexible office space and 175,000 square-feet of prime retail space. The Bottleworks District will build a legacy, showcase local talent, and create a true third place for generations to come.
THE GARAGE FOOD HALL

The Garage, a 30,000 square-foot local-focused food and market hall, anchors the project, occupying two of the bottling plant’s original garage buildings. The food hall features 1930s Art Deco terra-cotta facades, industrial architecture, and large roll-up doors for a seamless indoor-outdoor experience. The Garage plays host to many food, beverage, and retail vendors, bringing top culinary talent, artisan craftsmen, residents, and visitors together in the heart of Indianapolis. It is a supportive environment where chefs, producers, and artisans are pushed to be their best.

BOTTLEWORKS HOTEL

In addition to the food hall, Bottleworks District includes a 139-key boutique hotel that occupies a majority of the former administration building. Operated by Geronimo Hospitality Group, the hotel delights guests with a restaurant and bar, a central atrium, room service, and impeccable hospitality and design.

ENTERTAINMENT

Living Room Theaters and Pins Mechanical bring a variety of entertainment options to Bottleworks District. Visitors can enjoy a movie at the eight-theater cinema featuring a sophisticated yet comfortable environment, or a variety of games, including duckpin bowling, bocce ball, patio pong, and vintage pinball machines, along with handcrafted cocktails and draft beer.
RETAIL
There will be 175,000 square feet of retail space adjacent to The Garage, Bottleworks Hotel, and commercial space. Conveniently located on Mass Ave, there will be ample foot traffic and visibility.

OFFICE SPACE
There will be 180,000 square feet of efficient and flexible office space. Whether you are a small independent office or an international corporate headquarters, there’s something for everyone.

RESIDENTIAL
Make the Bottleworks District your home. There will be 175 residential apartments and 30 to 40 condos, including studio, one-, two-, and three-bedroom floor plans.
PHASE 1: NOW OPEN

PHASE 2: MORE INFO COMING SOON

PHASE 3/4: PURCHASE & LEASING OPTIONS COMING SOON
Bottleworks District has an eclectic group of tenants, offering a variety of cuisine, beverages, retail, entertainment, and specialty services.

**LA CHINITA POBLANA**

Traditional Mexican cuisine just got better with this Asian-fusion taqueria. La Chinita Poblana is an original concept that was originally brought to Broad Ripple by George Munoz, owner of Festiva. During his notable career in the restaurant industry, he found that the Asian and Mexican flavor profiles mix very well together and was excited to create a unique concept to showcase the combo. George offers fan-favorites, including the delectable yellow curry blackened tilapia taco, along with some brand new alcoholic offerings like slushy Margaritas and Mai Tai’s.

“Since I closed the original location, I’ve been anxious to bring La Chinita Poblana back. The Garage provides the perfect opportunity to show what we have to offer.”

- George Munoz, owner
LICK ICE CREAM

For anyone looking for sweet treats year-round, Lick Ice Cream at Bottleworks will soon be a go-to spot, serving up unique ice cream flavors (like Lavender Lemon Poppyseed or Cedar & Whiskey). Sisters and co-owners Meredith Kong and Kelly Ryan bring a new definition to delicious using all-natural and made-from-scratch products, as well as locally sourced fruits, herbs, and spices.

“What started as just a fun hobby has become a passion for us as we bring natural ingredients to the forefront of our treats and see the joy it brings to the community.”
- Meredith Kong and Kelly Ryan, co-owners

BRICK & MORTAR BARBER SHOP

Known for its relaxed vibes and antique décor, Brick & Mortar Barber Shop is a tried and true, old-school barbershop, offering classic haircuts, handmade products, and genuine customer service. The new shop in Bottleworks is similar to the original location on Delaware Street, serving both men and women with short-style haircuts, but this location also offers curated goods—essentially everything on the walls will be for sale (antiques, grooming products, home goods, knick-knacks, and more). Passersby can enjoy scouring through items curated from their favorite shops around the city.

“Once I saw the space, I was sold—I love the history of the building and our style melds perfectly with the surrounding aesthetic of The Garage and Bottleworks as a whole.”
- Brandon Burdine, owner
**CHAPATI BETA**

The 5-star restaurant, which offers mouthwatering dishes with bold flavors - such as vibrant tikka spices and creamy, deep-marinated red sauces - served at its current location off of Lafayette Road near Interstate 65, brings classic Pakistani and Indian cuisine made for modern day dining to The Garage. Chapati owner Maisum Farid is unveiling a new, fast-casual concept for the restaurant’s second location at The Garage called Chapati Beta. Guests will be able to feast on a menu inspired by Maisum’s family’s diverse Middle Eastern backgrounds packed with his mother’s spice blends, flavorful sauces, seasoned vegetables, marinated all-natural halal meats and Pakistani-Indian street foods like pakoras and classic desserts and drinks including mango lassi perfected by Maisum’s father.

“We’re proud to be a part of this cultural hub and shine alongside everyone else with our mom’s recipes.”

- Maisum Farid, Owner

**POKE GURU**

Putting an Asian-fusion twist on a traditional Hawaiian favorite, Poke Guru takes the original healthy, fast-casual concept to its second location at The Garage. Having first brought the local culinary concept to life at City Market last summer, owner Adam Odgaard is eager to bring new offerings and experiences to the table. The new location features an extended menu, fresh fish delivered daily and brand new to Poke—alcoholic beverages. Visitors can delight in the popular poke bowl (essentially deconstructed sushi) with traditional add-ons, as well as more plant-based offerings, including Seitan and Tofu dishes.

“I first came up with the concept traveling with my wife, and it’s exciting to bring that idea to Indy and to see how quickly people have fallen in love with it.”

- Adam Odgaard, owner
CLANCY’S HAMBURGERS

Founded by Carl Fogelsong in 1965, Clancy’s Hamburgers quickly became known for its reasonable prices and top-quality ingredients—a legacy Carl’s son and grandson, Perry and Blake Fogelsong, have carried on and are ready to share at Bottleworks. Reigniting the Clancy’s brand with a new menu and a new vision of the 60’s diner feel, the father son duo also brings back a crowd favorite, the “Topper,” featuring Clancy’s signature, custom-grind, hormone-free hamburger, featuring American cheese, shredded lettuce, house tartar sauce, on a double-deck bun.

“We really strive to operate restaurants that have soul—that have character—and we really feel like Bottleworks encompasses all of those things.”
- Blake Fogelsong, owner

AZUCAR MORENA

Andreina Paredes Angulo, alongside her two children, Juan and Matilda, are excited to introduce Azucar Morena—a brand-new concept—to The Garage. They serve Arepas (traditional Venezuelan breakfast) that provide a healthy and gluten-free option made with all-natural ingredients. Featuring continuously rotating daily and weekly specials, Azucar Morena showcases Venezuelan culture, with each dish representing a different region’s unique flavors. Andreina has a passion for cooking dishes from her home country and is excited to bring pieces of her culture to Indianapolis.

“I want to teach people from Indianapolis the culture and food from my country. This is a unique opportunity for people to learn about where I’m from.”
- Andreina Paredes Angulo, owner
HARD TRUTH DISTILLING CO.

Hard Truth Distilling Company, the pioneering distillery from Brown County Indiana, brings its unique take on spirits and mixology to The Garage. Hard Truth’s cocktail bar features their artisan spirits (including market-leading Cinnamon Vodka and Toasted Coconut Rum) in a proven set of signature cocktails, with a significant twist. Patrons will be able to experience mixology at its best, with trendsetting new cocktails and ‘real-time’ explorations to delight the senses.

“Our goal is to create an “organoleptic” experience—something that pertains to all senses. And we feel Bottleworks is the perfect place to do that.”
- Ed Ryan, CEO

J’S LOBSTER & FISH MARKET

While lobster rolls may not be an established favorite in Indianapolis, J Wolf, founder of J’s Lobster, plans to change that by bringing an authentic east coast feel to Indy. Whether it’s his signature Lobster rolls, also available with crab and shrimp, or his savory sides, including lobster mac n’ cheese, hush puppies, and lobster bisque to name a few, or his Insta-worthy dessert buns of his own creation, one thing is for sure—J is excited to bring his years of hard work to the adventurous foodies of Bottleworks.

“The culinary scene on Mass Ave, and upcoming Bottleworks, provides the perfect opportunity to introduce my fellow Hoosiers to lobster rolls.”
- J Wolf, owner
BLU POINT OYSTER HOUSE & BAR

Never having lost his passion for oysters, the owner of the long-standing Ambrosia Italian Restaurant, Gino Pizzi, is bringing back his Blu Point Oyster Bar concept that he first brought to Indianapolis in 1987. The oyster serves as the second location following the recent revitalization of the oyster bar on College Avenue and features east and west coast varieties shucked to order. Visitors can expect a more casual setting that’s perfect for a quick bite, giving a taste of what the restaurant offers.

“It’s been incredible to see others’ passion for oysters being brought back to life and I’m excited to be bringing the concept to Mass Ave with all of the other adventurous cuisines.”
- Gino Pizzi, owner

GAUCHO’S FIRE

Since 2014, husband and wife duo Ruby and Rogerio have been bringing a taste of their own culture to the place they have called home for more than a decade. As the first to introduce Indianapolis to Brazilian-style street food, Gaucho’s Fire brings a mix of flavors from different regions and cultures throughout Brazil to traditional favorites like their best-selling steak sandwich and chimichurri fries. The new location offers a mix of Brazilian and Italian food, adding cheese pastas to the menu, as well as Brazilian mainstays such as cheese bread, kabobs, and pastel.

“There’s going to be nothing quite like it in the city – it’s going to bring such a cool dynamic to the table and offer a unique opportunity for partnerships that we can’t wait to be a part of.”
- Rogerio Tregnago, owner
ABBIOCCO PIZZERIA

Following the success of Mambo’s Cheesesteak Grill and Mauricio’s Pizzeria at the City Market, comes a brand new concept from owner Carla McDaniel. Introducing a more modern and upscale vibe, Abbiocco offers pizza and a variety of pastas made fresh to order. Available as on-the-go slices for lunch and personal-sized pizzas during the evening, the traditional Italian dishes feature homemade dough, as well as sauces made-from-scratch. In addition, Carla has added new options to the menu with a hint of South American flavor to bring in influences from her Peruvian background.

“This is an incredible opportunity, and I think Indianapolis is going to enjoy our take on traditional wood-fired pizzas and pastas, as we introduce new options and flavors to the mix.”
- Carla McDaniel, owner

HERCULEAN MEAL PREP

Putting healthy eating top-of-mind, Herculean Meal Prep takes fast and easy meal prep to a whole new level. Brothers Ben and Nathan Canary started Herculean back in 2016 with the goal to provide a calorie-conscious selection of meals with complex carbs that are low-fat and high in protein. Bottleworks is the second location for this locally based company, featuring a grab-and-go concept, in addition to shipping direct orders nationwide. In the next year, Herculean is expected to release three to four new meals, including breakfast options and hand-smoked meats, and currently has dishes that are keto, gluten-free, and vegan.

“Bottleworks is going to be amazing beyond anything that’s ever been introduced to Indianapolis and I cannot wait to see the concept brought to life and be a part of that.”
- Ben Canary, owner
BECKER SUPPLY CO.

An outdoor-inspired brand with a philanthropic mission, Becker Supply Co. creates products such as clothing and personal care items, with incredible craftsmanship and creative design. They strive to support the outdoor lifestyle any way they can, and a tree is planted for every purchase made.

“We are very community-driven, and we believe Bottleworks will be a place for the culture of Indianapolis to grow and thrive. We want our community to play a role in our decisions as a small business, and vice versa, by inspiring adventure and smart environmental choices within the wider world.”
- Leena Becker, co-owner

CERTAIN FEELINGS COFFEE COMPANY

A new concept from the owners of the local Coat Check Coffee, Provider and Strange Bird brands. Certain Feelings sources and roasts its own coffee, managing every aspect of the drink from seed to cup, ensuring an extra level of care for customers. Certain Feelings also serves a variety of traditional drinks and treats, including unique beverages like cocktail-inspired specialty drinks and lattes.

“We are thrilled to expand our brand to Bottleworks District. Two of our existing cafes are located in historic buildings, so the transition to Bottleworks seemed like a perfect fit for our theme and vision. We’re looking forward to bringing a fresh, new light into the historic place.”
- Courtney Thompson, co-owner
THE HARBOUR

The Harbour’s concept is that of a traditional British fish and chip shop, offering breaded and battered fish, shrimp, calamari, sausage, haggis, fritters and pakora. The Harbour also has a selection of hard-to-find British and international candies.

“It has always been a dream of mine to open a traditional British chippie like the ones I’d see in every town back home,” said Stuart Robertson, owner of The Harbour as well as MacNiven’s Restaurant & Bar on Mass Ave. “There has never been the best opportunity, location-wise, to open one until Bottleworks. With so many diverse places, the food hall fits what we are trying to achieve perfectly.”
- Stuart Robinson, owner

PUMKINFISH

Currently located in the heart of downtown Indy, Pumkinfish provides an eclectic collection of unique gifts and small-batch artisanal items found throughout the world. When opening his original shop back in May 2017, Will Acton wanted to bring a more specialized gift shop experience to Indianapolis. His newest location at The Garage focuses more on upscale items from Indiana-based artisans.

“This concept will bring all walks of life together, and whether tourists or locals, each time they come, they will have a different experience every time, which is truly unique.”
- Will Acton, owner
GOOD NEIGHBOR

Hailing all the way from Detroit comes Good Neighbor, a home for thoughtful brands that share its values of mindful sourcing and ethical manufacturing. It exists to be a good neighbor and to make a positive impact on the community while connecting shoppers with effortless styles that can be worn season after season.

“This is an incredible opportunity to introduce new brands we love to a new city as we continue to grow and reach more people throughout the Midwest.”
- Carli Goltowski, owner

THE W NAIL BAR

The W Nail Bar is a lifestyle company with a community focus and will provide a space in which both men and women will feel comfortable. The W is a 100% natural nail bar, offering top-quality manicures and pedicures, in an environment that is free of the harsh chemicals associated with acrylic nails.

“We’re so excited to expand to the new Bottleworks District. Our mission is to prioritize cleanliness and safety in nail salons, and we’re ready to expand that standard in the Indianapolis market. Top quality manicures and pedicures are our specialty, but so is our customer service. Plus, with customer perks like tip lines, top-notch products, mobile booking and to-die-for memberships, you’ll be hooked.”
- Manda Mason, co-owner
WOODHOUSE DAY SPA

The Woodhouse Day Spa, a national franchise with locally owned spas in Carmel, Fishers and Zionsville. Woodhouse is a luxurious yet approachable spa experience specializing in advanced body and skin care treatments and deep tissue and volcanic hot stone massages, as well as manicures and pedicures.

“What’s unique about Woodhouse is that we offer more than 40 different treatments with an organic approach that is results-driven. This expansion will allow us to better serve our existing customer base and reach new downtown clientele.”
- Terri Smith, owner

BLUE COLLAR COFFEE CO.

Bottleworks hotel serves as the third location for Geronimo Hospitality Group’s coffee house, Blue Collar Coffee Co. The coffee shop offers handcrafted coffee drinks from beans roasted and sourced by Wisconsin roaster, Ruby Coffee Roasters. Blue Collar offers a robust drink menu including tea and smoothies, and a welcoming, friendly environment. Blue Collar Coffee serves coffee with character for hardworking people.
**MODITA**

Modita—which means rejoiced, happy and delighted in various Indian languages—is run by Chef Braedon Kellner, who has been sourcing inspiration for the new concept from China, Japan, Vietnam, Thailand and Asian influences on Indian cuisine. The Cunningham and Modita team have dreamt up soup dumplings, dim sum dishes like fluffy steamed pork barbecue buns, spicy noodle dishes and red-braised pork to name a few.

“The Bottleworks project is history in the making for downtown Indianapolis. We have long been supporters of revitalization efforts in the communities we serve, and if we can help be a part of the historic preservation while also elevating the dining experiences in Indianapolis, even better!”

- Mike Cunningham, president and CEO

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**SUNDRY & VICE**

Sundry & Vice offers modern takes on classic cocktails, using syrups made in house and freshly squeezed juices, with an emphasis on draft cocktails. The offerings build on the brand’s world-class cocktail program with hospitality that arises from Midwestern ethos.

“We have loved seeing people’s love for inventive cocktails grow in Over-the-Rhine with our apothecary-style design. As we expand to Bottleworks, we look forward to seeing that same love flourish in Indy.”

- Stuart King, owner
**YOGA SIX**

YogaSix is Xponential Fitness’ national modern yoga brand that’s accessible members with a modern take on an ancient practice that is energizing, empowering and fun. The studio delivers a full sensory experience through its six core classes: Y6 101, Y6 Restore, Y6 Slow Flow, Y6 Hot, Y6 Power, and Y6 Sculpt & Flow.

“*The Coca-Cola building has character and history that you just can’t duplicate, and the multi-use aspect creates an inherent community that will be incredibly beneficial to our studio.*”

- Shea Rankin, owner

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**DRYBAR**

Drybar is based on the simple concept of focusing on one thing and being the best at it: Blowouts. The idea was a natural one for curly haired founder Alli Webb, a longtime professional stylist, who constantly found herself overpaying for blowouts at traditional salons. In addition to 100+ locations throughout the US and Canada, their growing product line (created specifically for the perfect blowout), is sold through their own shops, as well as Sephora, Nordstrom, Ulta and Bloomingdale’s.
LIVING ROOM THEATERS

An amenity that downtown Indianapolis is long-overdue for, Living Room Theaters features a full bar, gourmet kitchen, and in-theater food and beverages. This upscale, eight-screen cinema is dedicated to showing the best indie, foreign, mainstream and local films in intimate, living room-style theaters outfitted with comfortable reclining seats with side tables for easy dining. Movie-goers can reserve seats in advance and order meals to be delivered to their seat or get there early and grab a seat at the stylish lobby bar and lounge to catch live, local music worth the visit with or without a movie ticket.

“We’ve been working to find an ideal location in Indy for years and Bottleworks offered us the perfect fit of pedestrian access, visibility, and reach to downtown—all along Mass Ave.”
- Steve Herring, CEO

PINS MECHANICAL

Pins Mechanical Co. brings 25,000 square feet worth of games, handcrafted cocktails, and draft beer to the neighborhood. The sister company of the new 16-Bit Bar + Arcade offers duckpin bowling, bocce ball, patio pong and a variety of vintage pinball machines throughout the establishment. No matter the skill level, there is something for everyone.

“We transformed an old National Tire and Battery shop in downtown Columbus into the flagship Pins Mechanical Co. We strive to keep the integrity of historic buildings while making it a destination for generations to come.”
- Troy Allen, CEO
The Coca-Cola Bottling Plant was founded by the Yuncker family, who maintained it throughout its tenure and cemented their family legacy in the city. By 1950, it was the largest bottling plant in the world, with 260 employees and 110 delivery trucks. In 1964, Indianapolis Motor Speedway owner, Tony Hulman, bought the Coca-Cola franchise. After a few years, he moved bottling operations to Speedway and used the Mass Ave building to store his collection of vintage automobiles. In 1968, the building was sold to Indianapolis Public Schools to be used as the central prep kitchen, bus service center, and woodworking studio.

In 2016, Hendricks Commercial Properties was selected to redevelop the Coca-Cola Bottling Plant and took ownership of the property in 2017. Phase 1, including The Garage and boutique hotel, is now open.
BY THE NUMBERS

17 BUILDINGS  12 ACRES  $300M TOTAL INVESTMENT
180,000 SQ. FEET OF OFFICE SPACE

175,000 SQ. FEET OF RETAIL SPACE

139 BOUTIQUE HOTEL ROOMS

25+ FOOD AND BEVERAGE VENDORS

200+ RESIDENTIAL UNITS
SUSTAINABILITY + CSR

Hendricks Commercial Properties reused existing structures to reduce the carbon footprint of the development and to minimize the need for new materials. Products with minimal impact on indoor air quality will be incorporated into the project and a variety of natural materials on the exterior, such as brick, stone and wood will be used in lieu of plastics.

GREENSPACE

The project engineers, architects and development teams have spent many hours detailing the specifics of our landscaping plans. The project will reintroduce greenery, with plans to add even more greenspace to the development when construction is completed. The Bottleworks District is located on the Cultural Trail. As such, there will be bike parking available, as well as easy access to the Pacers Bikeshare, a Blue Indy station, and an Indy Go bus stop.

ADAPTIVE REUSE

Hendricks Commercial Properties has artfully incorporated the original architecture into every aspect of the Bottleworks District’s design. From the original garage doors welcoming visitors into the food hall to the ornate bronze doors that open into the original lobby, where terrazzo floors, travertine walls and a circular marble staircase lead to the soon to be hotel conference rooms.
MEET THE DEVELOPERS: THE HENDRICKS TEAM

As a company, Hendricks Commercial Properties takes great pride in continually driving forward the passion and entrepreneurial spirit of Diane Hendricks. Through this passion, we have maintained and created work environments and lifestyles that people truly enjoy being a part of on a daily basis. Hendricks invests in, manages, and develops real estate throughout the United States and specializes in net leased real estate investments, management, and development with outside the box solutions to the most challenging of real estate needs. Our mission is to continually strive for entrepreneurial vision and operational perfection to allow us to build and grow ourselves and our company from within.

PROJECT PARTNERS
CONTACT
Media Inquiries:
Mallory Sturgeon
mallory@dittoepr.com
317.202.2280 ext. 1004

CONNECT
BottlenworksDistrict.com
#BottleWorksIndy