A CLASSIC REBORN.

MEDIA KIT 2020
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

Scheduled to open at the end of summer 2020, The Garage at Bottleworks, a 30,000 square-foot local-focused food and market hall, will anchor the project, occupying two of the bottling plant’s original garage buildings. The food hall will feature 1930s Art Deco terracotta facades, industrial architecture, and large roll-up doors for a seamless indoor-outdoor experience. When complete, The Garage will play host to more than 25 food and beverage vendors, bringing top culinary talent, artisan craftsmen, residents, and visitors together in the heart of Indianapolis. It will be a supportive environment where chefs, producers, and artisans are pushed to be their best.

THE BOTTLEWORKS HOTEL

In addition to the food hall, Bottleworks will include an approximately 140-room boutique hotel that will occupy a majority of the former Administration Building. Operated by Geronimo Hospitality Group, the hotel will delight guests with a restaurant and bar, a central atrium, room service, and impeccable hospitality and design. Opening at the end of Summer 2020, the hotel will reflect the character and traditions of Indianapolis.

ENTERTAINMENT

Living Room Theaters and Pins Mechanical will 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. Leasing is now available with an opening date of Summer 2021.

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. Expected to open in 2022 with leasing available now.

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. Purchase and leasing options will be available in 2022.
1 PHASE 1: OPENING END OF SUMMER 2020

PHASE 2: EXPECTED TO OPEN IN SUMMER 2021

PHASE 3/4: PURCHASE & LEASING OPTIONS AVAILABLE IN 2022 & 2023
Bottleworks is welcoming 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 plans to bring back fan-favorites when he opens in The Garage, 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
THE TARTINE STATION

An open-faced sandwich eatery with authentic flavors from the Middle and Far East, giving back to the community one Grateful bite at a time. The Tartine Station plans to be open breakfast, lunch, and dinner, serving a variety of tartine options, signature house-made desserts, wine, beer, and hot and cold salads.

“I’ve been working on the menu for about five to six months—I’m excited to open a doorway for Hoosiers to experience new bits of food and culture.”

- Alex Khoury, owner

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 will be similar to the original location on Delaware Street, serving both men and women with short-style haircuts, but this location will also offer 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
**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. In addition, 2020 marks the 10th anniversary of the shop’s initial opening in Indianapolis, and we can’t think of a better way to celebrate their success.

“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

**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 will feature an extended menu, fresh fish delivered daily and brand new to Poke—alcoholic beverages. Visitors can expect to see 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
SQUARE CAT VINYL

Make way for a new sound to hit Mass Ave, as the one-of-a-kind Square Cat Vinyl expands to Bottleworks. Opening its doors just two years ago in Fountain Square, the boutique record shop is making big-time waves with its legendary collection, which includes a special stash dedicated to local artists and labels. The new location, showcasing thousands of records, will incorporate unique features exclusive to Bottleworks, including custom solid wood racks made by local craftsman Loran Bohall. Square Cat will also be curating live-music for all Garage-goers to enjoy.

“We’re beyond excited to be part of the revitalization of the former Coca-Cola plant and look forward to contributing to a new kind of entertainment hub in Indianapolis.”
- Kurt Phillips, co-owner

DAREDEVIL BREWING CO.

Speedway social hub, Daredevil Brewing is joining Bottleworks with its third location to open in Summer 2020. The Indiana Brewery of the Year in 2017 and 2018, Daredevil has quickly risen through the ranks of the craft beer industry as its Lift Off IPA has become one of the best-selling craft beers in Indiana. Known for their American IPAs and one of the most diverse lager programs in the country, Daredevil will feature a rotating lineup of their beers, including Pils German Style Pilsner, Negra Mexican Style Dunkel, Rip Cord DIPA, and Vacation Kölsch.

“We like the history, location, and tradition of Bottleworks and can’t wait to be a part of that, bringing aggressively fun craft beer to the mix of different food options available.”
- Shane Pearson, co-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 will also be bringing 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

SIMPLY DIVINE CUPCAKES

What started as a hobby quickly became a career for Simply Divine Cupcakes founder, Sarah Duffy. Simply Divine Cupcakes has grown from sporadic farmer’s markets in 2012 to a selling out inventory in City Market in 2018. And if you ask Sarah, the new shop in Bottleworks is just the icing on the cupcake. Currently, Simple Divine Cupcakes offers over 100 different cupcake flavors, including the fan favorites butterscotch pecan, s’mores, and banana split as well as alcohol-inspired options such as champagne, bananas foster, piña colada, and margarita.

“It’s the unending potential that truly excites me about Bottleworks—the potential to experiment with new flavors and offerings, to partner with other vendors, and to grow.”
- Sarah Duffy, owner
**HARD TRUTH DISTILLING CO.**

Hard Truth Distilling Company, the pioneering distillery from Brown County Indiana, is preparing to bring its unique take on spirits and mixology to Bottleworks. Hard Truth’s cocktail bar will feature 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 trend-setting 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 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 couldn’t be more 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, 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. Come Summer 2020, you can head down to The Garage to satisfy your oyster fix, with east and west coast varieties available and shucked to order. The oyster bar will serve as a second location following the recent revitalization of the oyster bar on College Avenue. 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. Expanding to Bottleworks, the new location will offer 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**

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 will offer wood-fired 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 will feature homemade dough, as well as sauces made-from-scratch. In addition, Carla will also be adding 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 will be 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
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 will also have 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

AZUCAR MORENA

Arepas, the signature dish, are healthy, all-natural and gluten-free air-fried corn pancakes with your choice of delicious meats, cheeses, and vegetables. With so many flavor combos, no two arepas are the same. Azucar Morena also serves a lineup of fresh-pressed juices sure to jumpstart your energy.

Showcasing authentic Venezuelan eats, owner Andreina Paredes Angulo invites visitors to discover her culture and taste each region’s unique flavors and seasonings.
FURIOUS SPOON

Featuring daily made-from-scratch noodles, Furious Spoon cranks up the sophistication and complexity of this popular dish. A rotating menu means there’s always something new to slurp. And Furious Spoon’s fun atmosphere, complete with a signature selection of hip hop music, gives visitors an extra reason to smile.

The time has come to enjoy leveled-up ramen. The days of eating microwavable noodles as a poor college student are over. Furious Spoon will change the way you view ramen for good!

WITCH HAZEL SALON

A full service, high-end hair salon currently located on Virginia Avenue in the heart of Fountain Square – is relocating to Bottleworks to expand its space, services and clientele. Witch Hazel specializes in extensions and also offers advanced education for stylists, among other traditional salon services.

"Bottleworks gives us an opportunity to create a completely customized experience for our salon."
- Sarah Moscato-Goodpaster, co-owner
LIVING ROOM THEATERS

An amenity that downtown Indianapolis is long-overdue for, Living Room Theaters will feature 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. is bringing 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 will offer duckpin bowling, bocce ball, patio pong and a variety of vintage pinball machines throughout the establishment. No matter the skill level, there will be something for everyone. Pins will be open to all ages before 8 p.m.

“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
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

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, set to open summer 2020 in The Garage, will focus 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
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
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 set to open in 2020.
BY THE NUMBERS

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

175,000 SQ. FEET OF RETAIL SPACE

140 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.

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