

Press Release:

February 16, 2012

A Downtown Coeur d'Alene Landmark is on the Move!

The owners of The Wine Cellar, a staple of the downtown scene for over 20 years, ~~are thrilled to announce that the restaurant will be moving street side this summer.~~ Tom & Patricia Power have acquired the building located at 317 Sherman Avenue, directly next door to the Wine Cellar and will be relocating the restaurant to that space. **The Wine Cellar restaurant in its current location will remain open for business during this transition.**

The building at 317 Sherman has been a number of businesses over the years, from a department store, furniture store, The Brix restaurant in 2003 and most recently the Icon nightclub.

This location appealed to Tom & Patricia as it offered several critical advantages over the existing space of The Wine Cellar. "We are very excited about the relocation. It will now give us a state of the art kitchen with which we can expand our menu choices. The additional floor space will allow us to provide more options for the dining experience, such as a larger area for groups and banquets plus private dining for a truly intimate experience. The expansion will allow us to offer an enhanced Wine Club and Wine tasting room, coupled with a larger retail shop. There are several new and innovative systems we are looking at that will also expand our Wine by the Glass opportunities for customers. In addition to the new location, we are excited about our recently acquired full liquor license for the restaurant! With our award winning fine wine collection, our patrons can now enjoy classic cocktails as part of their dining experience or in one of our lounge areas. Of course, we will continue to offer music 7 days a week to complete The Wine Cellar experience."

To ensure that the move to the new space meets their expectations, Tom and Patricia have enlisted the help of award winning hdg Design Group from Spokane. The hdg Design Group has been involved with several other restaurants in the Coeur d'Alene and Spokane area. The principal's at hdg, Josh Hissong and Armando Hurtado, are excited about this project as it presents a unique challenge to them; to re-create the ambiance and atmosphere of the existing Wine Cellar while fully utilizing the new space.

Construction has begun in the new location, with the restaurant targeted to open in early summer 2012. **During the construction phase, the existing Wine Cellar restaurant will remain open and fully operational for our clients to continue to enjoy.** Please stay tuned for further updates as the construction progresses, or check in with us on-line at [www.thewinecellarcda.com](http://www.thewinecellarcda.com) for updates.

*"Life can be so good ...."*