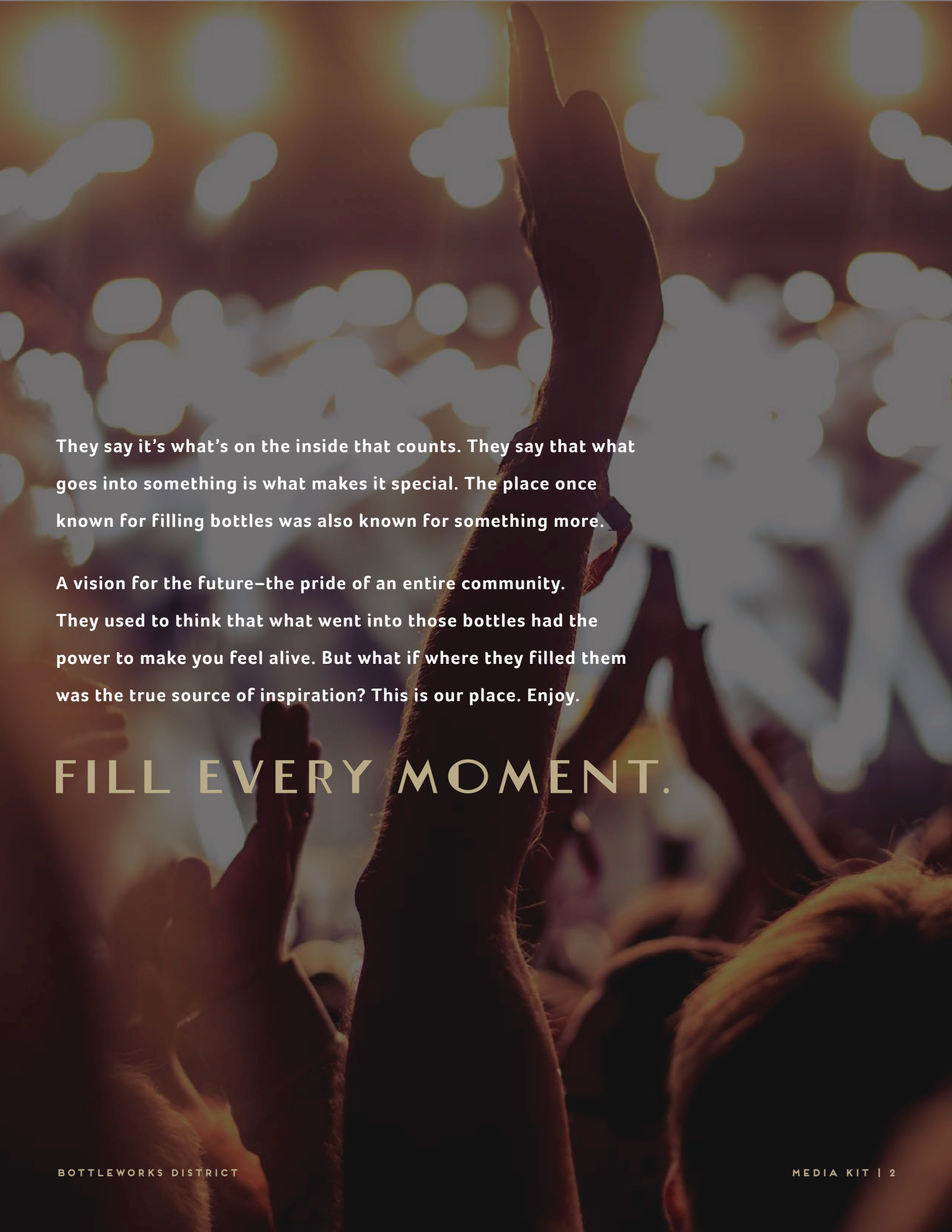




BOTTLEWORKS  
DISTRICT

# A CLASSIC REBORN.

MEDIA KIT



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.

# OUR STORY

## 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.



# 1

PHASE 1:  
NOW OPEN



THE GARAGE FOOD HALL



BOTTLEWORKS HOTEL



ENTERTAINMENT

# 2

PHASE 2:  
UNDER CONSTRUCTION 2022



RETAIL



OFFICE SPACE

# 3/4

PHASE 3/4:  
PURCHASE & LEASING  
OPTIONS COMING SOON



RESIDENTIAL

# OUR TENANTS

Bottleworks District has an eclectic group of tenants, offering a variety of cuisine, beverages, retail, entertainment, and specialty services.

## THE GARAGE

Abbiocco Pizzeria

Axle's Garage Tap

Azucar Morena

Brick & Mortar Barber Shop

Chapati Beta

Clancy's Hamburgers

Gaucho's Fire

Great Legs Wine Bar

Hard Truth Distillery

HercuLean Meal Prep

J's Lobster & Fish Market

La Chinita Poblana

Lick Ice Cream

Lil Dumplings Noodle Bar

Mama Fofo's Greek Kitchen

Palavana Cubano

Panadas

Pig Pen

Poke Guru

Pumkinfish

Rolli

The Harbour

Twenty Two Juice Bar

Sal & Pimenta

Wild Feathers



THE GARAGE FOOD HALL



## 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.



## 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.

## WOODHOUSE DAY SPA

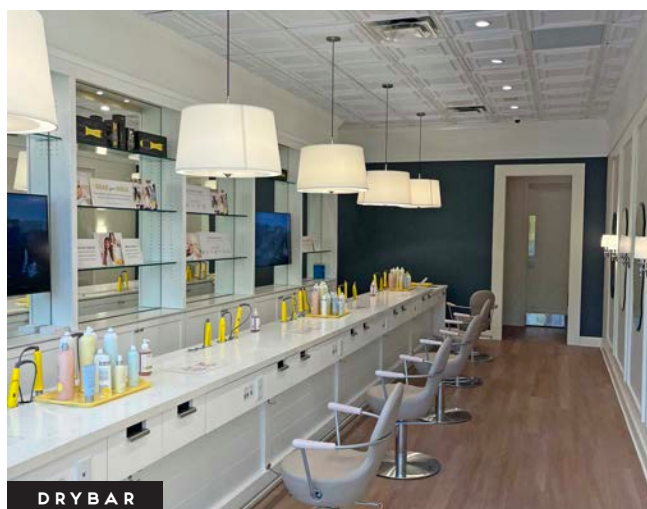
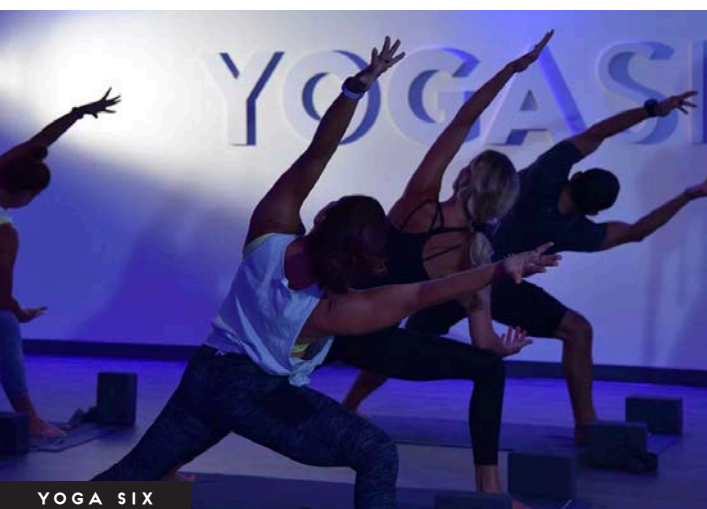
The Woodhouse Day Spa, a national franchise with locally owned spas in Carmel, Fishers and Zionsville. Woodhouse is a luxurious yet approachable spa experience specializing in advanced body and skin care treatments and deep tissue and volcanic hot stone massages, as well as manicures and pedicures.



## YOGA SIX

YogaSix is Xponential Fitness' national modern yoga brand that's accessible to 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*



## 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.

## STRETCHLAB

StretchLab is a unique wellness concept, offering customized assisted-stretch sessions. They recognize that no two bodies are the same which is why no two stretches at StretchLab are the same. With trained Flexologists leading the way, they help their clients on a flexibility journey to experience the freedom that comes with having a wider range of motion.



## PEDEGO

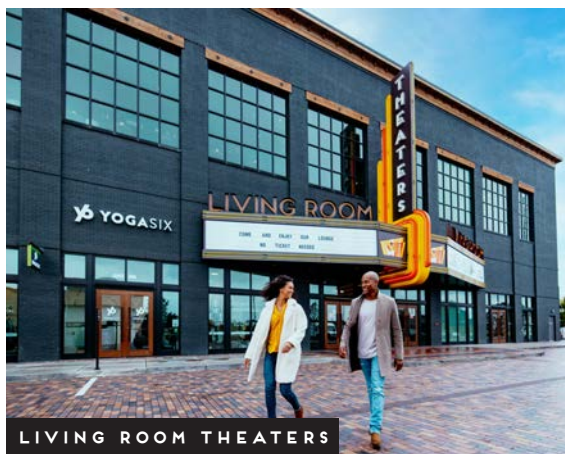
Locally owned and operated, Pedego Indy is pleased to offer a wide range of Pedego Electric Bikes for all customer types, including city bikes, cruisers, and mountain bikes. Backed by an unprecedented, industry-leading 5-year warranty, their bikes are guaranteed to bring a smile to riders all over Indy. Pedego also offers rentals and tours to help riders of all experience levels explore Indianapolis and surrounding areas.

## LIVING ROOM THEATERS

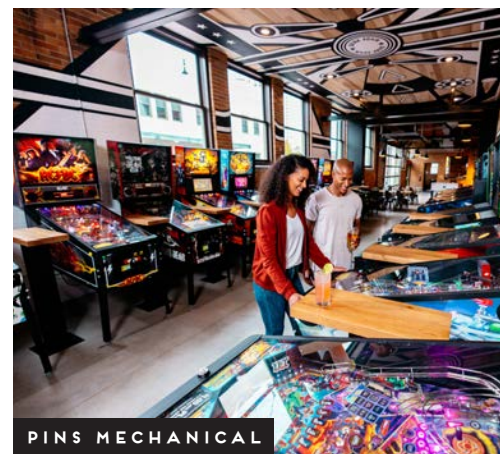
An amenity that downtown Indianapolis is long-overdue for, Living Room Theaters features a full bar, gourmet kitchen, and in-theater food and beverages. This upscale, eight-screen cinema is dedicated to showing the best indie, foreign, mainstream and local films in intimate, living room-style theaters 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.



SANDBOX VR



LIVING ROOM THEATERS



PINS MECHANICAL

## 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.

## SANDBOX VR

Sandbox VR provides a full body immersive experience that takes players on a number of journeys using motion capture cameras, 3D precision body trackers and haptic suits. From an outer space adventure to surviving a zombie ambush, participants are transformed and transported into a whole new reality.



## 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.

## 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.



## THE FOUNTAIN ROOM

The Fountain Room's name is a nod to the history of the Bottleworks District and the Lab Room where Coca-Cola products were concocted in the 1930's. Serving lunch, dinner and weekend brunch, the 160-seat restaurant wows guests with its classic supper club-inspired menu features like certified angus steaks, prime rib of beef, shrimp cocktail, and beer battered fish and chips.

# HISTORY + TIMELINE

## THE COCA-COLA BOTTLING PLANT

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.



1931  
BOTTLING  
PLANT BUILT



1941  
FIRST  
EXPANSION



1964  
SOLD TO  
TONY HULMAN



2017  
SOLD TO  
HENDRICKS



2018  
CONSTRUCTION  
PHASE I STARTS

1951  
SECOND  
EXPANSION

1968  
SOLD  
TO IPS

2020  
PHASE I OPENS



# BY THE NUMBERS

**17** BUILDINGS   **12** ACRES   **\$300M** TOTAL INVESTMENT





# 180,000

SQ. FEET OF  
OFFICE SPACE



# 175,000

SQ. FEET OF  
RETAIL SPACE



# 200+

RESIDENTIAL  
UNITS



# 139

BOUTIQUE  
HOTEL ROOMS

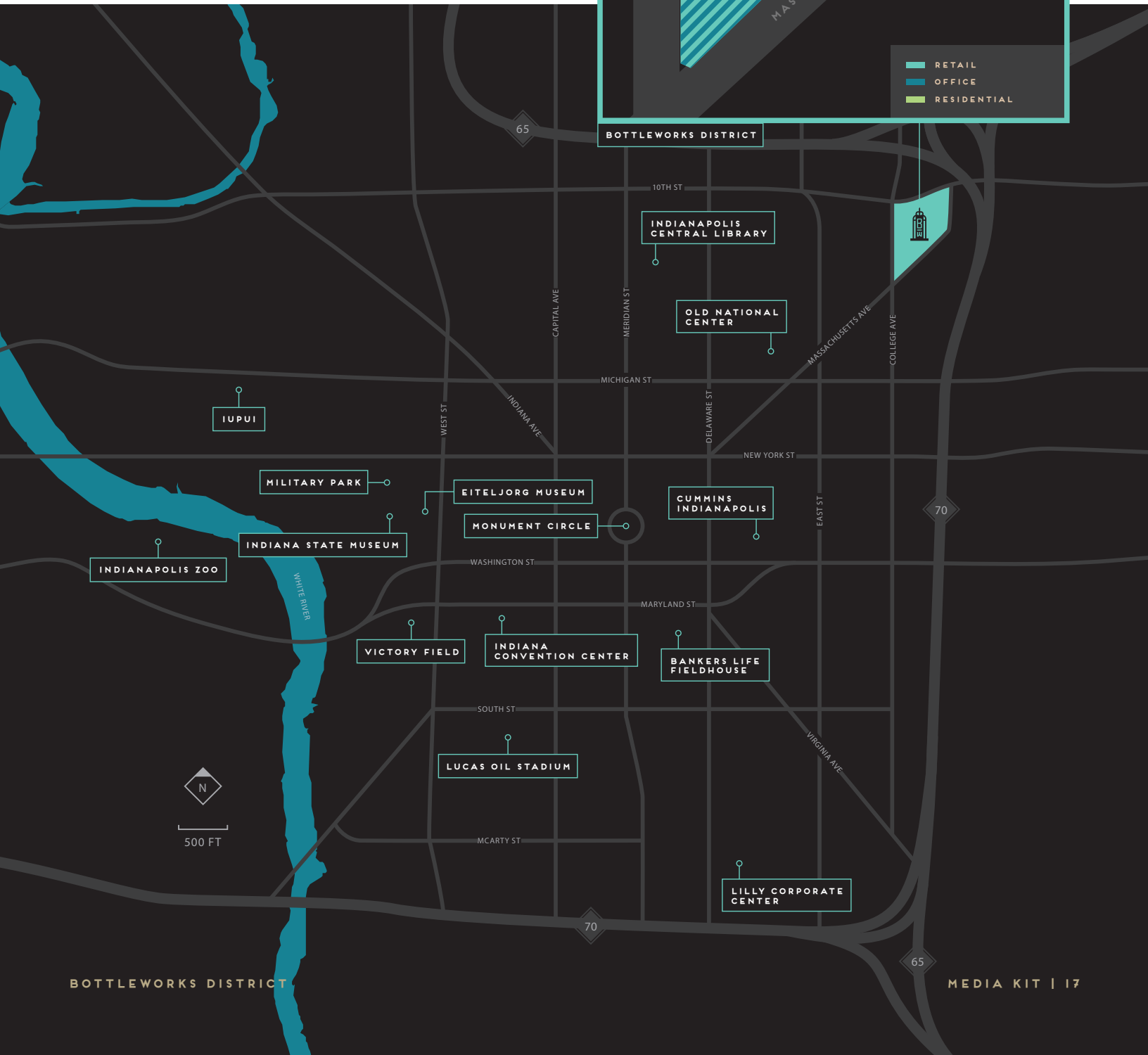


# 25+

FOOD AND  
BEVERAGE VENDORS



# AREA MAP







# PROJECT DETAILS

## 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, 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





**BOTTLEWORKS**  
DISTRICT

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