



Geiger of McGuire Dev. brokers 5,500 s/f lease for WOB-Buffalo; Tavern Brews, LLC, signs lease at the Walden Galleria

February 09, 2015 - Upstate New York

Tavern Brews, LLC, has entered into a lease agreement at the Walden Galleria Mall in Cheektowaga to open a new World of Beer (WOB) tavern this summer supporting the city's growing craft beer culture. James Geiger, of McGuire Development Co., worked as the exclusive broker of record for World of Beer. The team selected the site for its high visibility and central location after an extensive search for the franchise owner. The site is the former location of a Ruby Tuesday restaurant on the southeast side of the mall, facing Walden Ave. and the Millennium Hotel.

"It's rewarding to be part of the craft beer renaissance taking place in Western New York," said Bryan Clark, owner/operator of Tavern Brews, referring to the pre-Prohibition era when the state had over 350 breweries and was the leading producer of hops in the nation. "World of Beer is passionate about enhancing the craft brew traveler's experience, a commitment shared by our franchise partners and it's what inspired us to bring this vibrant brand to the Buffalo community."

WOB-Buffalo will feature a 4,500 s/f tavern and a 1,000 s/f patio with the franchise's archetype design providing guests with a warm and inviting interior complemented with modern, sleek touches. The tavern's signature beer cooler will showcase more than 500 bottled craft beers.

Local brewery relationships are a key part of the WOB tavern concept, as owners partner with many nearby breweries to offer tap takeovers, rare brews and beer education classes for the craft beer enthusiast. The typical WOB tavern has more than 50 beers on tap, including one-of-a-kind brews guests can't find anywhere else. WOB pairs its craft brews with the franchise's signature "Tavern Fare" menu and a special BEERunch on Sundays featuring a variety of comfort foods and traditional bar offerings with a contemporary spin.

"World of Beer has really tapped into something special with its unique tavern concept and this location will be its first in the Buffalo market," said James Geiger, director of business development at McGuire Development. "World of Beer's decision to lease space at the premier Walden Galleria is in keeping with the mall's focus on bringing upscale and entertainment-oriented concepts to the area that draw locals and tourists alike."

The newly renovated Walden Galleria Mall has more than 23 million customers annually and is situated in the heart of the Buffalo-Niagara region's premier shopping, dining and entertainment destination.

Tavern Brews, LLC, has plans to open additional WOB locations in the future in the Buffalo-Niagara region, Rochester, NY, and Erie, PA. World of Beer Franchising, Inc., currently has two locations in New York State in Albany and Syracuse.

Since opening its first tavern in Tampa, Florida in 2007, WOB has grown to nearly 70 locations in 20 states. What began as a neighborhood tavern to sample great craft beers and swap beer-talk for

co-founders Scott Zepp and Matt LaFon is becoming a unique cultural phenomenon celebrating the world of craft beers, great food and camaraderie.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540