



For Immediate Release...

April 12, 2012

NEW TENANTS BLOOM AT VININGS JUBILEE THIS SPRING

Four Establishments Scheduled to Open at Lifestyle Center in Vinings Community

ATLANTA – Spring is in the air, and Vinings Jubilee is blossoming with four new tenants, **J. McLaughlin**, **Café At Pharr**, **BTB CrossFit Vinings** and **State Farm®**. The new additions, scheduled to open through the end of **May 2012**, are delightful compliments to the center's current establishments.

“Each tenant has a proven track record of success, and we're thrilled to bring them to the community of Vinings,” says Terri Hilderhoff, Property Manager. “They represent the distinct mixed-use culture of Vinings Jubilee, a collection of fashionable boutiques, specialty stores and one-of-a-kind restaurants with deep-rooted family history, alongside select service and office destinations.”

Recently recognized by the Vinings Business Association with the 2011 Vinings Business of the Year award, both merchants and patrons are attracted to the center for its walkability, historic charm and neighborhood feel.

NEW TO VININGS JUBILEE:

[J. McLaughlin](#) | Opened April 5, 2012 | [jmclaughlin.com](#)

Brothers Jay and Kevin McLaughlin opened their first store 35 years ago at 74th Street and Third Avenue on New York's Upper East Side. From the moment the doors opened J. McLaughlin established itself as a classic American brand featuring a flair for bold colors and signature prints. In partnership with Doug Larson of Larson and Paul Architects, they have created a different J. McLaughlin storefront in each town. Located in friendly neighborhoods where shoppers can easily stroll, each store is designed to become woven into the fabric of each tight-knit community while maintaining the distinctive J. McLaughlin look. Vinings Jubilee was proud to be selected for one of their first Atlanta stores.

[Café At Pharr](#) | Opening May 2012 | [cafeatpharr.com](#)

After more than a decade, Café at Pharr continues to function as a Mom 'n' Pop shop, serving hundreds of healthy Atlantans daily. Today, Café at Pharr is run by founders Mike and Shirley Lui's son Johnny, who has opened multiple locations around metro Atlanta and hopes to open more in the future. Mike and Shirley have retired but still can be seen from time to time checking in on their son, making sure the stores most popular menu item, walnut chicken salad, is always prepared just right.

[BTB CrossFit Vinings](#) | Opening May 2012 | [btbfitness.com](#)

The mission at BTB CrossFit Vinings is to help you achieve your personal goals, be they on the field, the court, the mountain or just keeping up with the kids and grandkids. BTB's clients boast results like “getting in the best shape of my life” or “PRing on my 10K” or “just feeling great.” Every class is led by a certified instructor, providing clients with motivation, while ensuring that they are performing the movements safely and effectively. At BTB, the community-centered approach to fitness makes coming to workout fun, which makes us much more like a family than a gym. To set up your complimentary fitness assessment, please e-mail Charles@btbfitness.com.

[State Farm®](#) | Opening May 2012 | [statefarm.com](#)

State Farm agent Jared Mula will be opening May 1 at Vinings Jubilee, suite 359. With six dedicated Insurance specialists on staff, the Agency will have the singular focus of managing our customer's risks of everyday life; including recovering from unexpected loss and securing the financial futures of families so customers realize their goals and dreams. Customers feel secure having State Farm, the leading insurance company for the past 90 years, standing behind their family and protecting them from the unexpected. Please call 770-874-3325, or stop by the office for a free insurance quote or an insurance and financial review. The office is open 24 hours a day, seven days a week.

About Vinings Jubilee:

Opening in 1986, Vinings Jubilee is Atlanta's first lifestyle center with a collection of fine boutiques, restaurants and specialty shops located in the heart of Vinings Village. Celebrating Vinings' historical sense of style for 25 years and counting, it offers a vibrant setting for shopping, dining and relaxing. Recognized for its positive impact in the area, Vinings Jubilee is the Vinings Business Association's 2011 Vinings Business of the Year. Vinings Jubilee is located at 4300 Paces Ferry Road NW, Atlanta GA 30339. For more information visit [viningsjubilee.com](#) and [facebook.com/viningsjubilee](#).

MEDIA CONTACT: Tara Murphy | Meghan Smith – 360 Media, Inc. – 404-577-8686 or info@360media.net

#