



Colonial Williamsburg

EMPLOYEE COMMUNICATION

Colonial Williamsburg Announces New Shopping and Dining in Merchants Square

Three new merchants have signed on with Colonial Williamsburg's Merchants Square, further enhancing the 18th century-style neighborhood's vibrant mix of shopping, dining and special events.

Mellow Mushroom Pizza Bakers opens in mid-2018 in the Henry Street Shops. For over 40 years, Mellow Mushroom Pizza Bakers has been serving up fresh, stone-baked pizzas made to order in an eclectic, art-filled, and family-friendly environment. Each Mellow Mushroom Pizza Bakers is locally owned and operated and provides a unique feel focused around great customer service and high-quality food. With a 3,800-square-foot restaurant and 1,000 square feet of patio area, the Merchants Square restaurant will offer a menu filled with gourmet pizza, calzones, salads, and craft beers.

The Williamsburg Winery opened a new 1,300-square-foot tasting room and wine bar this month at 427 W. Duke of Gloucester St. between longtime merchants R. Bryant, Ltd. men's shop and The Precious Gem. The new location follows a successful pop-up tasting room in Merchants Square last holiday season. The new location promises outdoor seating and tasting flights, wine by the glass, and small plates featuring local cheese and charcuterie.

This fall, **Modvintage Interiors** unveils a permanent location in Merchants Square's Henry Street Shops at 110 S. Henry St., next to the site of another thriving pop-up shop operated last holiday season. Owner, interior decorator and designer Debbie McCarter brings a broad perspective of styles to create unique and sophisticated interior spaces for her customers from across the region.

"We're thrilled to add Mellow Mushroom Pizza Bakers, The Williamsburg Winery, and Modvintage Interiors to an already popular lineup of shopping and dining options in Merchants Square," said Jeffrey Duncan, Colonial Williamsburg vice president of real estate. "Along with exciting new retailers like Blink, French Twist and The Shoe Attic, and with crowds exceeding 25,000 at this past weekend's An Occasion for the Arts, Merchants Square remains a top regional destination for shopping, dining and cultural events."

"The City of Williamsburg is a proven business-friendly, ideal location for a wide variety of businesses and business opportunities, says Williamsburg Economic Development Director

Michele Mixner DeWitt. “The addition of these three exciting new neighbors just adds to the charm and vitality of the City’s downtown area. The City and Economic Development Authority are pleased to assist with renovation costs at the Henry Street Shops to create an outdoor dining venue for Mellow Mushroom. We invite everyone to come visit or come visit again.”

Lease negotiations were handled on Colonial Williamsburg’s behalf by Drew Haynie and Dawn Griggs of Cushman & Wakefield | Thalhimer.

Additional information is available online at colonialwilliamsburg.com and merchantssquare.org, by calling 855-296-6627 toll-free, by downloading the free Colonial Williamsburg Explorer app via the Apple App Store and Google Play, and by following Colonial Williamsburg on [Facebook](https://www.facebook.com/colonialwilliamsburg) and @colonialwmsburg on [Twitter](https://twitter.com/colonialwilliamsburg) and [Instagram](https://www.instagram.com/colonialwilliamsburg).

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