

BE BETTER HOSPITALITY

News Release

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Night Train, Blue Bottle and Dana's Bring Nightlife, Boutique Bottle Shop to The Landing in Downtown Fort Wayne

FORT WAYNE, Ind. – Be Better Hospitality, in partnership with Cincinnati-based developer Model Group, is pleased to officially announce the construction of three new beverage-focused experiences on The Landing, Night Train, Blue Bottle and Dana's (NBD). All three businesses will open in the former Columbia Street West and Bourbon Street Hideaway spaces in the revitalized historic district of Downtown Fort Wayne in the fall of 2023.

NBD will be open seven days a week and will pay tribute to Fort Wayne's founding story. Night Train, a playful, late-night basement cocktail bar, will take guests for a ride by the nearby train tracks. Blue Bottle, a boutique bottle shop, was once a convenience store that travelers would frequent as they passed through town. Dana's, a modern cocktail bar in a classic, elevated atmosphere, was named after Dana Columbia, the founder of Columbia Street West and The Landing in the 1800s.

"With demonstrated leadership in the industry, Be Better Hospitality is eager to push the local beverage scene to new heights while filling a nightlife gap in our growing and vibrant city," said Be Better Hospitality Co-Founder and President Trevor Scovel. "We've been anxiously awaiting this moment for over two years, and we couldn't be more passionate about the opportunity to help write the next chapter of these spaces for future generations."

Be Better Hospitality conceptualized all three businesses and then worked with local creative agency One Lucky Guitar to produce the brand identities. Design Collaborative will lead the architectural, engineering and interior design efforts and Model Construction will manage the transformation of the spaces.

"With these buildings being part of such an iconic corner of The Landing, the concept, design and execution must be right, and we are ready to make that happen," said The Landing Community Manager Heather Klejnot. "We couldn't be more excited to see NBD's vision come to fruition in these spaces. It's a large part of our mission to have local entrepreneurs come together here to create a community uniquely Fort Wayne. NBD's team is a welcome addition to the talented local business owners already here. We recognize that projects like this can't happen without strong partnerships. We are grateful to everyone who

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has trusted us with this task and look forward to continuing to keep our promise to positively transform communities.”

Be Better Hospitality opened its first beverage-focused concept, Penny Drip, in July 2022. Penny Drip is an all-day café serving coffee, cocktails and flavorful bites.

For more information and to stay updated on the progress of NBD, go to NBDOTL.com. To learn more about Be Better Hospitality and how to get involved with its mission, check out BeBetterHospitality.com.

Cheers!

About Be Better Hospitality

Be Better Hospitality specializes in beverage-focused concept development, operations management and consultation services. Our mission is to foster the power of hospitality to connect and contribute to our community. Our brand platform, Serving With Purpose, encompasses a strategic approach and commitment to excellence, integrity and passion.

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