



WINE, CHEESE, SPIRITS & BREW

Marlborough • Hopkinton
Southborough
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NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE VIN BIN SET TO OPEN SOUTHBOROUGH STORE

Rapid Growth, Leading Business in MetroWest, Taking over Panzano Market

MARLBOROUGH – November 11, 2014 - The Vin Bin, MetroWest's premier gourmet market is opening its third location in Southborough, taking over the Panzano market at 154 Turnpike Road. The Southborough store is expected to open December 1st. Area residents familiar with The Vin Bin can expect the same variety of wines from around the world, select craft beers and spirits, hand-rolled quality cigars, the largest selection of artisan cheeses in the area, specialty items and gifts and the recently awarded best lunch in MetroWest – The Café.

With its expanded kitchen, the Café will allow for more of the highest quality menu selections in both Café locations. Led by Chef Mike Lombardi, formerly of Oleana Restaurant and Boston Red Sox ownership, the Café will continue to serve exquisite sandwiches, soups and salads with local fresh ingredients seven days a week as well as popular take home items from the grab and go case. Expect weekly tastings, education programs, events and much more. Six of the current Panzano staff will transition to The Vin Bin including the popular cookie Chef Paula Clapp.

"I'm thrilled to have The Vin Bin move in next to Tomasso. The Vin Bin's emphasis on quality, variety and local matches Tomasso. We expect to build a prosperous partnership that will benefit both our customers" said Tom Prince, Owner Panzano and Tomasso Trattoria.

The Vin Bin's rapid growth and accomplishment is attributed to a firm commitment to customer needs - providing quality products, excellent service, educational programs and a commitment to the communities it serves. In 10 years, The Vin Bin has grown into a prominent epicurean brand. Almost two years ago, The Vin Bin successfully expanded into Hopkinton with their store located in the Hopkinton Square Plaza. The store has grown beyond expectation and become part of the Hopkinton community.

From its humble beginnings and a handful of employees operating in a small storefront in Marlborough ten years ago, The Vin Bin now has more than twenty-five employees and a customer base that has quadrupled.

"We are dedicated to understanding and providing what our customers want within the communities we serve. We've built an efficacious model for our business and look forward to serving the Southborough and surrounding communities. We always look to change and improve to match the newest trends and demands of our customers", said Rick Lombardi, owner.

To stay updated on the grand opening of Southborough, all Vin Bin news and programs, please visit www.thevinbin.com, follow The Vin Bin Facebook page or sign-up for The Vin Bin weekly Newsletter.

ABOUT THE VIN BIN

The Vin Bin™ offers a sophisticated variety of wines, craft beers, spirits, artisanal cheeses focused on quality, expertise and service. The award winning Café open daily for lunch and offers foods to go rounding out The Vin's gourmet market. The Vin Bin stands behind every product sold, communicating regularly with customers, providing events and weekly tastings; The Academy education classes to share knowledge with customers. Supporting local farmers, distillers and brewers is a mission of The Vin Bin and is reflected in the quality products offered.

Serving three locations, the principal store and café located in Marlborough's historic Central Fire Station, the Hopkinton store in the Hopkinton Square Plaza and now the Southborough store at The Crossings at Whites Corner. Please visit the website at www.thevinbin.com or Facebook page to keep up-to-date on the latest happenings.
