

Friday, May 2, 2008

## Auburn Pointe lands largest tenant yet with upscale wine and cigar store

Wichita Business Journal - by [Adam Knapp](#)



ADAM KNAPP / WBJ

Matt Jabara is general manager of Auburn Spirits, which will open at 13303 W. Maple St. in less than two weeks. [View Larger](#)

### Related News

An upscale wine and cigar store that occupies 4,800 square feet will become the largest tenant at Auburn Pointe retail strip center later this month.

Auburn Spirits has a tentative opening date of May 22.

"We had about a thousand names we were throwing around," General Manager Matt Jabara says. "But Auburn Spirits was the classiest. We're trying to corner the market for wine (in west Wichita)."

Certainly it has competition in the immediate area. Auburn Pointe is on southeast corner of Maple Street and 135th Street, and **Maplewood Wine & Spirits** is across the street.

"Competition is always good," says Maplewood owner Tom Smith, who was aware of Auburn Spirits. "Other than that, I really don't have any comment."

Jabara says Auburn Spirits is trying to set itself apart with its amenities, which include a temperature-controlled wine room, custom-made wine racks that hold approximately 6,500 bottles, a beer cave with sliding doors, 18 cooler doors and a cigar humidor.

Auburn Spirits will even offer wine-tasting classes and an interactive station to educate customers, Jabara says.

### Upscale Clientele

Making its debut in December, Auburn Pointe was a \$6 million project. According to **Occidental Management**, which developed the strip center, there is an average household income of \$106,000 within a mile of Auburn Pointe. Its tenants include a sushi restaurant and a veterinary clinic.

"Auburn Spirits will be catering to the area with an upscale wine selection and a fine complement of cigars from across the board," Occidental CEO Michael Monteferrante says. "We're looking forward to having them as one of the anchor tenants."

Jabara, who ran J.B.'s Liquor at 13th Street and Woodlawn for nearly a decade before his family sold the store in December, says he isn't daunted by all the other liquor stores near Auburn Spirits.

"Ours is definitely a lot larger," Jabara says, "and a lot more unique."

### *Auburn Spirits*

Location: Auburn Pointe retail strip center, 13303 W. Maple Street, Wichita, Kan., 67235.

Phone number: (316) 440-1100.

Tentative opening date: May 22.