



## **PRESS RELEASE**

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### **Caffe D'arte at the Fur Rondy Shop Wins a Heart of Anchorage Award**

Anchorage, AK: The Caffe D'arte and Fur Rondy team won the Capt. James Cook Award for small businesses on Saturday, March 29, at the annual Heart of Anchorage Awards ceremony. The award recognizes the "outstanding new or remodel design & construction for exterior façade and/or interior improvements."

In the weeks leading up to this year's annual Fur Rondy winter festival, Rondy partnered with Lori Brewer, owner of Caffe D'arte, to recreate the space on the ground floor of the historic Wendler Building (originally a grocery store built in 1915). The interior remodel includes new paint; a new espresso counter and cabinets; new plumbing and electrical; repurposed historic Rondy signs turned into coffee tables; curtain rods made from antique wooden skis; and the Fur Rondy Shop updated with new merchandise and displays. Exterior additions include awnings over four windows on this corner building to alert locals and visitors of the offerings inside and to represent the new partnership between two award-winning Alaska businesses.

Volunteers and staff worked day and night to facilitate this remodel on a limited budget. Caffe D'arte at the Fur Rondy Shop held a grand opening in early February, just days before the start of the festival. The hard work proved up during Rondy—the line of customers snaked from the espresso counter to the front door throughout the first weekend while crowds gathered on 4<sup>th</sup> Avenue to watch the World Championship Sled Dog Races. On the second weekend of Rondy, hordes of people again filled the shop while visiting downtown to watch and participate in the infamous Running of the Reindeer.

We now offer drink specials, lunch combos, creative desserts, gifts, collectibles and more. We also host First Friday receptions, special events and business meetings customized to a group's needs. Regulars enjoy their daily cup, meet clients, and take advantage of the free Wi-Fi. We also welcome tourists and help them find the perfect Alaskan gift for family and friends.

This new combination coffee shop and Rondy retail store benefits all Alaskans as a meeting place for fun and work, as well as serving tourists year-round. And we're in good company with our neighbors along D Street and nearby. We all have a hand in making downtown a vibrant, friendly place for community members to live, work and play.

For more information on the historic Wendler Building:

<http://alaska.org/anchorage-tour.htm>

<http://retroalaska.blogspot.com/2010/05/wendler-building-or-club-25-anchorage.html>

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Fur Rondy is the nation's premiere winter festival. Since 1935, Rondy has proudly represented the pioneering spirit of Alaskans. Rondy has something for kids of all ages. We welcome visitors and invite everyone to visit our newly remodeled Fur Rondy Shop featuring Caffè D'arte, where the nation's #1 winter festival meets Alaska's #1 award-winning espresso café. The Fur Rondy Shop is open year-round. [www.furrondy.net](http://www.furrondy.net). Don't miss Fur Rondy! Feb. 21 – Mar. 2, 2014.