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**FOOD & LIFESTYLE**

# Roar entertainment center put on ice during wait on freezers



The former Twin-City Motors Co. building in February, during the early stages of renovation.

JAY CAPERS

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By John Brasier  
Reporter, Triad Business Journal

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The opening of Roar entertainment center in downtown Winston-Salem is on ice until walk-in coolers and freezers are delivered.

The shortage is why Roar, the redevelopment of the former Twin-City Motors Co. at 633 N. Liberty St., into a hospitality facility, has yet to open, according to principal Simon Burgess of Mayfair Street Partners.

Burgess said a shortage of Styrene, commonly used in foam insulation panels in coolers and freezers, has already set the opening back "three or four months." He said the current target dates for delivery of the coolers and freezers for Roar's food court vendors and restaurants is Oct. 11-12.

So Roar, which for several months advertised on its social media that it would open by the end of the summer, has had to push back its schedule.

"As soon as we get the coolers and freezers on site, we can set a firm date," Burgess told Triad Business Journal on Tuesday.

If the equipment is delivered as now scheduled, Burgess said Roar should be able to start opening the street-level Ford's Food Hall and restaurants around the end of October. In that scenario, the upper floor duck pin bowling and golf simulators as well as the restaurant and bar could open in mid-November, he said.

The food hall assortment includes Blue Crab Seafood Bar, Coco Mocha Dessert Shop, Dragon Fruit Asian Fare, Global Sandwich and Joey Correll's Street Food. The street level will also be home to Est! Est!! Est!!!, an Italian fine dining restaurant, and Piedmont Federal Savings Bank.

Burgess said he now hopes the "music hall," or basement hospitality space could be ready in time for holiday parties.

Despite supply chain problems, Burgess said he expects the cost of the 42,000-square-foot entertainment center to

come in at about \$10.5 million, only 5% higher than the original budget.

The shortage of styrene, Burgess said, was the result of fires in Houston that dramatically reduced supplies.

Burgess said the Great Gatsby Golf Club golf simulator area and duck pin bowling lanes could be set up and ready in the next few weeks.

Burgess said he would focus his attention on Roar while Neal Freeman of entertainment center partner Competitive Social Ventures will oversee two similar facilities in Alpharetta, Georgia.

Meanwhile, Burgess said Mayfair's projects -- the Hotel Indigo and the Sir Winston Wine Loft and Restaurant -- in the Pepper Building at 4th and Liberty streets, had done well during the Covid-19 pandemic. He said occupancy rate in Hotel Indigo was in the mid-50s or low 60s, but was expected to rise this fall.

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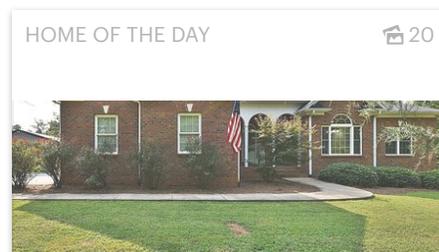
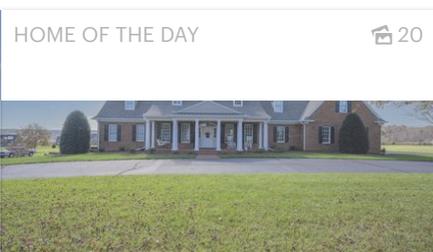
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