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FOR IMMEDIATE RELEASE:

Grilly's Reopens in Mill Valley After Renovations Alex Wines Designs on a Dime

MILL VALLEY (July 15, 2010) – Grilly's, the much-loved Mill Valley casual Mexican eatery has reopened for business after being closed for five months for remodeling. Jim Revoir, a local Mill Valley businessman, opened Grilly's in 1991. After two shorts years and as a proven model for success Jim opened a second location in Fairfax. According to Jim, the vision behind the creation was a simplistic one – bringing healthy, creative Mexican cuisine to Marin County in a fresh, fast and affordable fashion.

Revoir decided it was time for a change. The support of the community has been an integral part of Grilly's success and when Revoir saw an opportunity for expansion he took it – the expansion included increasing the size of the kitchen and the indoor and outdoor dining spaces. The goal here was to give the kitchen a little breathing room for some inspired and unique creations and to recreate the atmosphere for the dining clientele. "We had no inside space to speak of and now we have a place for our customers to comfortably wait for their food," said Revoir. "By expanding the kitchen we have allowed for menu expansion – we will soon include seafood, enchiladas and more." For the remodel and redesign of Grilly's Revoir enlisted in the assistance of Alexandra Wines. For over 15 years Alexandra Wines has been designing beautiful spaces with uncompromising attention to detail. Her creativity is matched by her practical approach to every design project. Alex's goal is to bring to life the vision of the client.

When quoted by the San Jose Mercury News back in April Revoir stated, "The kitchen is enlarged, and there is a new indoor eating area. This means an expansion in items offered, and we can look forward to the addition of shrimp, traditional fresca drinks and organic fresh corn tortillas made on site. And Grilly's will be updating some of its recipes."

Alexandra "Alex" Wines, the project's chief designer and on-site problem-solver, worked as Senior Designer/Project Director for Pat Kuleto for 13 years. Wines' experience with Kuleto provided her endless opportunities to create one-of-a-kind interiors working closely with some of the best local artisanal designers handcrafting custom furniture, lighting, railings, fireplaces, and finishes. Wines contributed to the unique restaurant projects such as Jardiniere, Farallon, Martini House, John Ash, Epic, Waterbar and Nick's Cove & Cottages.

Wines' 13 years of experience working in the restaurant industry has shown her that there are many challenges and priorities that often compete. In today's economy Wines can facilitate budget conscious clients achieve their vision without compromising it. Wines was able to accomplish many of Revoir's priorities in a very limited time frame. Brought in late in the project (but never too late) – Wines was resourceful and maximized the number of seats, changed the lighting plan, and acquired many unique artisan pieces and finishes.

Together Revoir and Wines achieved a common goal of using as many recycled and reclaimed materials as possible. Wines called in many of her longtime, local artisan contacts to find and use stock items at discounted

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pricing to speed up the construction process. For example, Wines' went to Gary Ross at Tile & Stone in San Rafael for the blue quartz counter material and handmade tile flooring. Wines reached out to Dean Stroope at BD Lighting where he had an old custom fixture that hadn't been used that she was able to acquire for a bargain price. For the tables, Wines wanted to do something recycled and reclaimed so she went to one of her favorite sources – Heritage Salvage in Petaluma – where they had some old wooden boards from a hundred-year-old home in Tiburon which they then custom-made into tables. The menu boards and large mirror were both framed in old barn wood. One thing that Wines wanted Heritage to help with was to make the table configuration flexible, Wines said “they put this great hardware underneath that helped to make the tabletop surface flush. You can unclip them and move them around which gave us great flexibility in maximizing the seating arrangement. The table configuration was designed and created so that they could link together or separate depending upon the needs of the group.”

Wines was instrumental in coming in and completing the project quickly and inexpensively – being creative with materials and finishes while remaining extremely budget conscious for the price point of the restaurant and the current economic times. “Alex is very creative and experienced. She has a very quick way of assessing what can and can't be done. She was able to expand and improve upon original ideas. I really enjoyed working with her,” said Revoir. Wines knows the restaurant industry, permitting process, project management, artisans and has the eye for quality interior design. When asked what motivates her to do what she does she laughs, “creativity, a challenge. I love the entire building process – it's very energizing.”

Menu Price Range: \$1.25 - \$8.25

Grilly's is located at 493 Miller Avenue, Mill Valley, CA 94941. Tel 415.381.3278 Fax 415.381.4992
Hours: Monday – Saturday 11:00am – 9:00pm & Sundays from 11:00am – 8:30pm. www.grillys.com

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