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Alexandria location – with Andy's Pizza in tow

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Atlas Brew Works, co-founded by Justin Cox, plans to expand into Northern Virginia.

Atlas Brew Works has inked a deal for a new location in Alexandria, its first in Northern Virginia, and it's bringing a local pizza favorite

along for the ride.

The brewery and taproom has leased 6,600 square feet looking out toward the central plaza at Carlyle Crossing, located at 2501 Mandeville Lane across from the AMC Hoffman Center 22. Andy's Pizza, a 2021 International Pizza Challenge winner, will be serving up fresh pies from the kitchen as part of a partnership the two piloted in D.C.'s Navy Yard area. The pair will join a growing list of retailers signing on some of the 210,000 square feet of retail and restaurant space at the Wegmans Food Market-anchored project in Alexandria's Eisenhower East neighborhood.

"Obviously, the Wegmans is a huge draw for folks, and I'm a personal fan of that store," Atlas founder and CEO Justin Cox said. "The residential presence above our space is really great. We'll have, hopefully, a built-in audience there."

Atlas homed in on Carlyle Crossing, with the aid of Steve Gaudio and District Equities, as part of a larger search for potential expansion sites in the commonwealth. As it happens, Atlas started out more as a brewery, with its flagship location in Ivy City, and began looking for a second location at what turned out to be 1201 Half St. SE.

"We decided we may have found the model here. Let's see if we can expand on this," Cox told the Washington Business Journal on Friday about the Carlyle Crossing location. "Northern Virginia does a couple different things for us. Our physical presence there, I think the stand-alone business will do great there. Who doesn't love beer and pizza, after all?"

Add to that, Cox said: the exposure to beer fans that may be more inclined to seek out its brews on grocery store shelves and restaurant taps across the region after getting a taste at Carlyle Crossing.

Atlas was among the prospects Stonebridge and its listing broker, KLNb, had been courting to fill out the balance of Carlyle Crossing's retail space. The aim was to broaden the development's appeal, for area residents, office workers and those that might otherwise not have reason to be in the area, per Stonebridge Principal Doug Firstenberg,

"It's what you're looking for, right? You're trying to create a community that gives all the people a reason to want to be there, and to be there a lot," he said. "We had been very patient. We had to get through the pandemic. We had to get the retailers to come back."

Carlyle Crossing was still under construction when the pandemic hit, and many prospects dried up for a time. As the Covid outbreak's early days spun out, the tenant representatives and their prospects returned. Ted's Bulletin and Sidekick Bakery were among the first to join Wegmans at Carlyle Crossing, but they're joined by others, including District Dogs, Celebree Daycare, Salon Lofts, Bash Boxing and Beyond Dental.

KLNB is still seeking tenants to finish off the leasing, including roughly 4,500 square feet next to Atlas that could be an ideal fit for another restaurant user, per KLNB Principal Jake Levin, who was part of the team representing Carlyle Crossing in the Atlas lease, along with Dimitri Georgelakos.

Atlas has retained Studio 3877, the architect behind its two D.C. locations, to help design the Carlyle Crossing space. The concept will be more similar to its Half Street location near Nationals Park, where it also hosts Andy's Pizza, than its Ivy City brewery, but with a more Alexandria-centric theme.

What will be on tap? That's a question Cox and Atlas are still working through. There will be tried-and-true core beers, but there will also be seven or eight draft lines produced on site, just for that location. The pub model allows Atlas to experiment with new brews, he said, and those that prove popular locally have a shot at wider distribution. Think of it as Atlas's research and development lab, he said.

Atlas will have its hands full over the next year building out the new space, which will include outdoor seating and is slated to open in the third quarter. It's also keeping an eye out for other potential locations in the region, potentially including one at Poplar Point, as the Washington Business Journal previously reported, but that one remains in the discussion phase.

"We definitely would like to look at new locations down the line," Cox said. Similar to Andy's, which inked a deal earlier this year in Bethesda, Atlas isn't looking to expand beyond Greater Washington for now. "Our brand is very D.C.-based. We're not looking to go to Atlanta or Richmond or that sort of thing."



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