



CELEBRATING
55 YEARS

nerej

Hannigan of Choyce Peterson negotiates Direct Wine's expansion

May 19, 2011 - Connecticut

Choyce Peterson, Inc. recently concluded negotiations for Direct Wines, a multi-branch organization devoted to wine discovery, to expand its current headquarters from 7,500 to 9,500 s/f and extend its lease at 20 Marshall St. John Hannigan was the broker for Choyce Peterson.

Hannigan had previously represented Direct Wines in the search and negotiation of a new lease for a relocation to the 20 Marshall St. site. The space consists of an open area with natural textures, red brick and a lofty atmosphere with interior wooden beams. It conveys the unique, characterful look Direct Wines had requested for its employees and business partners. The expanded section may be dedicated to meeting rooms or telemarketing.

John Hannigan, principal of Choyce Peterson, said, "We had spent a lot of time touring with Direct Wines to find its current location and were pleased by the vote of confidence when they came back to us with additional needs. Our ability to successfully negotiate an expansion and extension of their lease represented the ideal solution for an already happy client."

Adrian Bentham, president and CEO of Direct Wines, said, "Choyce Peterson understood our business and culture, and their prior experience with our landlord concluded amicably for all parties. Choosing them again was a no-brainer, and they came through for us again just like we expected."

Bentham went on to describe how his company headquarters has a creative feel, is convenient for his employees and is a short walk away from shops and nearby restaurants.

He attributes his company's growth to a single-minded focus on customer service and a unique international range of well-priced wines. Direct Wines manages WSJwine, a wine club, in association with The Wall Street Journal as well as Zagat Wine, a partnership with Zagat Survey. Customers enjoy a wide variety of top quality wines from smaller estates worldwide, with useful tasting notes available on every bottle.

Matt Edvardsen represented the landlord, Spinnaker Real Estate Partners, LLC.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540