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Buffalo Wild Wings to open 4,900 s/f Center Stage at West End Yards

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Portsmouth, NH Buffalo Wild Wings is moving its recently closed Newington sports bar to West End Yards. The Buffalo Wild Wings, with its new Center Stage concept, is planned to open spring 2022 and will feature an updated design.

“We are excited to announce the first commercial tenant at West End Yards,” said Matt Morgan, chief operating officer, Torrington Properties. “West End Yards is a thriving location for people to live, work, and play, and Buffalo Wild Wings is a great fit for the community we’re creating there.”

Jason Cole, a partner in Pictor Enterprises, the local owner of this and five other Buffalo Wild Wings franchises, said, “Buffalo Wild Wings is all about creating legendary experiences between friends, and this new design was built to do just that. We are giving guests the flexibility and freedom to truly be themselves and experience the game on their terms.”

The new concept Buffalo Wild Wings will feature a dominant bar, made from recycled basketball courts, that anchors the indoor and stadium-like audio visual technologies with LED modular

screens.

In addition, the restaurant will feature a dining area with a mix of booths, single tables and community-style tables, including an LED modular “Jumbotron” screen that flanks an entire wall. An enclosed takeout area features a sauce bottle wall and televisions.

Cole said the new location is expected to also support a take-out business. West End Yards, located off the U.S. Rte. 1 Bypass, includes 134 completed, luxury apartments in Building 1 and another 118 apartments in the under-construction Building 2. Buffalo Wild Wings will occupy 4,900 s/f on the first floor of a 44,000 s/f two-story building designed for restaurants and retail on the first floor and office space above. West End Yards will also offer a free-standing building along Rte. 1 with the opportunity to lease up to 7,900 s/f or build-to-suit pad site.

The Boulos Company, who has partnered with Torrington on past projects, such as the recent acquisition of the Newington Park Shopping Center, helped secure Buffalo Wild Wings’ relocation to West End Yards.

“We’re thrilled to have Buffalo Wild Wings kick off the commercial leasing at West End Yards and think that their new modern concept is going to be well received by Portsmouth,” said Caitlin Burke, senior associate, The Boulos Co. “Now that the building frame is up and construction is underway, momentum is building with prospective tenants, and we’re excited to see the developer’s vision come to life.”

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