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EXCLUSIVE: East End Liquor Barn to relocate, add bar and patio

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The Springhurst Towne Center [Liquor Barn](#) will relocate, and it will add a bar and patio. But it's not moving far.

The Liquor Barn location will scoot a few doors down, from 42,000 square feet at 4301 Towne Center Drive to about 20,000 square feet at 4131 Towne Center Drive. That space has been vacant since [Dress Barn](#) left in December.

[Edward Harrison](#), director of business development for Liquor Barn's parent company, [Blue Equity Holdings Kentucky LLC](#), said that although the new space will be smaller, it is a strategic move.

"We're moving into a smaller, more defined space that showcases our premium bourbon selection," he said. "It's a smaller space, but it'll be more defined and more user friendly."

Both the new and old stores are located in the same retail strip as a 125,000-square-foot Target store. The center also includes a Home Goods store, TJMaxx, Meijer, Dick's Sporting Goods, and a Cinemark Tinseltown USA movie theater.



GETTY IMAGES / MATUCHA

Liquor Barn's new East End store will have a bar and a focus on bourbon.

The store is a new concept for the spirits retailer, with a full bar and an outdoor patio. Harrison also said it's a more accessible space and it is more visible.

Harrison said the goal is that the two stores will switch out "seamlessly," without any lost days between the old one closing and the new opening. All of the store's 40 employees will make the shift, and Harrison said the company might hire a few more once the change is complete.

He expects that construction will be completed mid-October and that the store will hold a grand opening then.

He said it'll have a new design and high-end, "state-of-the-art" finishes. Harrison declined to say how much the company will invest in the project, but he did say it would be a joint investment between Liquor Barn and Springhurst Towne Center, which is owned by Birmingham, Ala.-based Bayer Properties LLC.

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