

Business First of Columbus - July 5, 2010  
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## COLUMBUS BUSINESS FIRST

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# Spinelli's preps bigger, faster deli with spinoff on High St. downtown

Business First of Columbus - by [Dan Eaton](#)

**Spinelli's Deli** in downtown Columbus promises to be like its Victorian Village counterpart. But faster.

The eight-year-old breakfast spot and delicatessen is getting a sister shop at 50 N. High St. that co-owner Joe Spinelli said will be a replica of the first restaurant but with a few line-moving features that won't be found at the Neil Avenue original. The additions include a fan-only line dedicated to those who register and place orders online, and a grab-and-go refrigerator case with salads, sandwiches and fruit.

"We debated opening a new concept or replicating Spinelli's," he said. "We decided we already have a well-branded concept. It made sense to try to duplicate it."

The restaurant is projected to open in early September.

Spinelli and co-owner Bill Ward considered Upper Arlington and Clintonville before targeting downtown. The duo worked with retail recruiter Kacey Campbell and the Capital Crossroads Special Improvement District, which suggested 12 potential sites. They picked the 2,000-square-foot former Otero's Food Bar. It puts the shop between bustling Gay Street and the Broad and High intersection in a storefront that requires little renovation.

A notable change to the building will be the addition of a retractable front window with bar seating, so patrons can sit in the open air facing High Street.

The menu will be identical to the one used at the Neil Avenue shop – sandwiches, salads and soups at lunch, and bagels, breakfast sandwiches and coffees and teas.

Spinelli declined to detail annual sales projections, but said the larger High Street restaurant is expected to generate more revenue than the Neil Avenue dining spot.

Staying near or in downtown was appealing because much of Spinelli's catering business is in that area. The new deli will take catering orders, but preparation will be at Neil Avenue.

Spinelli said he'd like the next move for the business to be a catering facility.

### After 16 years, eatery getting second location

The former home of a Spanish-style tapas restaurant is getting a Greek makeover.

George Stefanidis plans to open his second **Easy Street Cafe** at 5 S. Liberty St. in Powell this month, in a building that previously held Maca Cafe and JR Designs. He opened Easy Street Cafe at 197 Thurman Ave. 16 years ago and hopes the second restaurant can match the first in feel and top it in sales.

"I'm not a big fan of strip centers," Stefanidis said. "I wanted a location similar to German Village with an old neighborhood feel."

He found it in Powell after exploring other locales such as Grandview Heights.

Fans of the city dining place will recognize its hallmarks in Powell – a casual-priced Greek-American menu and sports, music and movie memorabilia decorating the walls.

Stefanidis said he hopes the restaurant community can work together in Powell as it has along Thurman Avenue, where Easy Street Cafe is a neighbor of the **German Village Coffee Shop** and Thurman Cafe.

"It'd be nice to develop a destination where people can walk and hit a few different spots in a night," he said.

The 1,800-square-foot space will seat about 90 inside, with a baby grand piano for entertaining. It will include a 50-seat patio. Stefanidis said that with approximately 70 more seats in Powell than at his GermanVillage restaurant, he hopes to generate around \$2 million in annual sales.

### Frozen yogurt out, artisan ice cream in

Easy Street won't be the only addition to downtown Powell.

**Jeni's Splendid Ice Creams** is taking 2,000 square feet at 8 N. Liberty St., a storefront originally leased to a franchisee for Oklahoma City-based **Orange Leaf Frozen Yogurt**.

Jeff Stavroff, principal of 8 N. Liberty St. LLC, said Jeni's inquired about space in the 3,000-square-foot development after the lease with Orange Leaf was signed. Preferring to have the homegrown business and its reputation, Stavroff's group and Jeni's bought out Orange Leaf's lease for an undisclosed sum.

"What Jeni's brings to the table in terms of its history and background, we thought it was a better fit for our location," he said.

The building has 1,050 square feet remaining that Stavroff said will be targeted at a user that would draw pedestrians and complement Jeni's.

#### **New location – Spinelli's Deli**

- Where: 50 N. High St., Columbus
- Projected opening: Early September
- Menu: Breakfast and delicatessen
- Owners: Joe Spinelli and Bill Ward
- Average check: \$6.75
- Projected sales: Would not disclose
- Seating: 50
- Hours: 7 a.m. to 6 p.m., weekdays; 8 a.m. to 2 p.m., Saturday
- Website: spinellisdeli.com

#### **New location – Easy Street Cafe**

- Location: 5 S. Liberty St., Powell
- Projected opening: July
- Menu: Greek and American
- Owner: George Stefanidis
- Average check: \$10 to \$15
- Projected sales: \$2 million
- Seating: 140 with patio
- Hours: 11 to 12 a.m., Monday to Thursday; 11 to 2 a.m., Friday and Saturday; 10 a.m. to 10 p.m., Sunday

*Dan Eaton covers the restaurant industry for Columbus Business First. 614-220-5462 | [deaton@bizjournals.com](mailto:deaton@bizjournals.com)*

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