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New restaurant to open in pivotal Pearl District space

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New eatery to open in old Henry's Tavern Brewery Blocks space



Image: Portland Business Journal

The new restaurant Hearth & Vine is from the restaurant group Apicii. The restaurant is in the historic Henry Weinhard Brewery Building.

MALIA SPENCER



By [Malia Spencer](#) – Portland Inno, Portland Business Journal
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Story Highlights

- Apicii opened Hearth & Vine on April 2 in Portland's historic Brewery Blocks.
- Owner Tom Dillon invested approximately \$2.5M to upgrade the 12,000-square-foot space.
- The restaurant hired a local management team including executive chef Brian Cooper.

Seven years [after Henry's Tavern closed](#) in the Pearl District, a new restaurant is opening in the historic Brewery Blocks space.

Hearth & Vine will open April 2 at 10 N.W. 12th Ave. and comes from hospitality company Apicii, which has restaurants around the country, including two in Seattle. The group has a partnership with the Mariners organization for the brewery Steelheads Alley and Hatback Bar and Grille. The other Seattle restaurant is Alder & Ash near the city's convention center.

The five-block Brewery Blocks development was one of the first significant projects in the Pearl District. Today it includes retail, commercial and residential spaces.

Apicii owner Tom Dillon said he was brought to Portland by real estate company Bentel Green Oak (BGO), which owns the building. Before signing on, Dillon said he researched the area and was comfortable with the level of residential and office space. He also talked to nearby companies about their experience in the area.

“We’ll hopefully be (part of) the success there, and we’ll get a good lunch (crowd) but also a really good happy hour and people who maybe want to get a drink or two but also want to dine,” he said.

It took about two years for the project to come together. Over that time Dillon said he has seen activity in Portland steadily improve and this is a chance for his company to be part of that comeback.

“I’ve worked with (BGO) in the past and they called to go look at it, and I thought the space was incredible,” said Dillon, noting the historic character of the

building and the neighborhood. At 12,000 square feet, however, filling hundreds of seats will be a challenge, he said.

“Unless you are in Disneyland or something, you can’t do restaurants that big anymore.”

To reflect that, Dillon and his team have reworked the bar and dining room and added a large event and private space to diversify the offerings.

“(Events) might not be 50-50 (of business) but it might be 60-40,” said Dillon, adding that he believes the building's character will be a draw.

Dillon estimated about \$2.5 million was spent to upgrade the kitchen, fixtures, furniture and equipment. No structural changes were made to the building, in part, because of its historic nature. BGO, he said, helped with construction costs and offered an attractive lease agreement.

Dillon, who is based in Denver, hired a local management team to run the operation.

The kitchen is led by executive chef Brian Cooper, who was most recently with Vancouver’s Dosalas on the Water. Brendon Martin, who was formerly with Double Mountain Brewery & Cidery, is general manager; the front of house and sommelier is Maureen Ott, who was most recently at Alloro Vineyard; and the event director is Jennifer Ertler, who was most recently at Coopers Hall.

“We really got to interview a bunch of really great hospitality people, real professionals, who just couldn’t find the right opportunity,” he said, as the restaurant landscape has changed to more limited service and fast casual.

Dillon described the concept as elevated but not high-end.

The seasonal menu features local vendors and is designed to offer flexibility with shareable plates, a raw bar, pizza and entrees, said Dillon. There will be local beers and the wine list features 50 wines by the glass and 24 wines on tap. About 60% of the wine will be from Oregon.

There will be about 110 seats in the main dining room another 60 on the patio. The private event space, which is adjacent to the restaurant in the former Malt & Hop House, can hold about 110 seated or 225 standing.

Portland glass artist Justin Parker hand-blew all the new light fixtures and the Portland Street Art Alliance is working to bring a new mural to the building.