

BREAKING GROUND

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SUMMER 2014



Wise Guys Discount Liquors features a wide assortment of wines and liquors imported from around the globe.

Hamstra Group Works With Wise Guys To Remodel Award-Winning Retail Store

World class wines, craft brews—they're all the rage these days. That's something Wise Guys Discount Liquors will profit from now that its new, larger store is open in Hobart, Indiana. The Hamstra Group was put in charge of the extensive remodel of an existing 16,000-square-foot shopping center space on a major regional commercial artery. Curt Albertson was project manager for the Wise Guys rehabilitation, which involved installation of Alpolc metal panels and canopies; an exterior finish system; a new aluminum storefront and glass panels and doors; large walk-in cooler; LED lighting; and attractively stained concrete floors. Albertson was assisted by Kevin Scheurich (K2), who served as Hamstra Group superintendent on the project.

The new store is an expansion for Wise Guys, which relocated its operations and inventory from a smaller store in the region. Construction began in January, with Hamstra Group crews working tirelessly through a winter beset by record-breaking snowfall and below zero temperatures. The store opened in May.

"We really appreciated the professionalism and the efforts of
continued on page 4

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**The HAMSTRA
Group, Inc**

Wise Guys... *from page 1*

The Hamstra Group on this new store,” says Don Weiss, CEO of Weiss Entities, which owns the Wise Guys franchise. “It was a brutal winter, and Hamstra got the project up and running both on time and within budget.”

The new, more expansive outlet will allow Wise Guys to do what it does best: cater to the growing sophistication of the wine, beer and liquor market. The business was voted “Best Place to Buy Wine” in 2013 by the Northwest Indiana Times newspaper chain, as well as *Shore* magazine. Offerings like the Wise Guys Beer Cooler—popular with customers throughout the Midwest—feature a wide-ranging selection of the best craft brews that are kept at a consistent temperature between 50°F and 55°F.

Albertson says the Wise Guys project gave The Hamstra Group an opportunity to do what it does best—complete projects on time and within budget, even when circumstances are less than ideal.

“We had crews working in -30°F temperatures some days,” he admits.

Weiss admires the company’s spunk. “We’re both driven, quality-focused, northwest Indiana companies,” he says. “That formed the basis for a great working relationship.”



The Wise Guys store was one in a long line of retail projects The Hamstra Group has handled for clients throughout the region. See more photos below.



Record-breaking low temperatures and massive snowfall did not deter The Hamstra Group from completing the new Wise Guys Discount Liquors store in Hobart, Indiana, on time and within the specified budget. The new store is an expansion for Wise Guys, which relocated its operations and inventory from a smaller store in the region.



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