

ARSENAL YARDS

Arsenal Yards Brings An Exciting Lineup of Openings, Happenings, And Experiences To Watertown This Spring and Summer

Experience Watertown's bustling community hub as Arsenal Yards welcomes premier new establishments offering everything from the ultimate barber experience to expert pet grooming services to perfectly cooked steaks and more!

Watertown, Mass. (May 9, 2024) – Arsenal Yards, located in the heart of Watertown's East End, is bringing even more new offerings to the neighborhood. In addition to its already well-known businesses, Arsenal Yards will welcome a list of seven new retail, dining, and service offerings as well as dozens of outdoor events throughout the spring and summer months.

Included in Arsenal Yard's impressive lineup of new businesses: J.Crew Factory and Jersey Mikes which have recently opened. In addition, there is something for everyone in the lineup of coming soon destinations including restaurants Butterbird and Medium Rare, along with service-based locations Marvelous Cuts, Splash & Dash, and Squeeze Massage opening later this year.

Arsenal Yards will also continue to bring the neighborhood community experiences with events and activations in the River Green and Bond Sq. The calendar of events this Spring and Summer include Arsenal Yard's annual Stick a Fork In It Food Festival on Wednesday, June 5th, weekly Outdoor Fitness in Arsenal Park, and free outdoor live music in the River Green one Thursday a month with a rotating selection of local musicians.

"The arrival of J.Crew Factory, Jersey Mike's, Medium Rare, Marvelous Cuts, Squeeze Massage, and Splash & Dash continues to underscore Arsenal Yards' evolution as a premier neighborhood destination just outside of Boston. We are proud to introduce these exceptional businesses to the Watertown community and look forward to providing a memorable experience this spring, summer, and for years to come." – Nicole L'Ecuyer, Marketing Manager at Arsenal Yards

These newest additions at Arsenal Yards join the many existing venues that have opened over the past few years, including restaurants like Buttermilk & Bourbon, Kura Sushi, Condesa Restaurante Mexicano and Tequila Bar, City Works, Tori Jiro, grocery options like Roche Bros. Supermarket and Gordon's Fines Wines & Liquors Wine, health and wellness destinations like F45 Training, Rumble, and [solidcore], and the state-of-the-art cinema The Majestic 7. Flourishing outdoor space including the bustling Bond Sq, River Green, and the sprawling Arsenal Green in Arsenal Park offers space to get outside and connect with others in the Watertown community all year long.

A sampling of recent and upcoming openings at Arsenal Yards includes:

Now Open

J.Crew Factory

J.Crew Factory, the brand known for its fun, classic, and colorful styles for women, men, and kids, has arrived at Arsenal Yards. Customers can celebrate their love of shopping with frequent drops of

new arrivals, exclusive in-store-only events, and incredible deals on styles for every occasion. Shoppers are invited to explore the brand's very own collection of J.Crew Factory—exclusive styles, all at an incredible value. J.Crew Factory is now open at 125 Arsenal Yards Blvd., across from Ulta Beauty.

Jersey Mike's Subs

Jersey Mike's Subs, with more than 3,000 locations open and in development, serves authentic fresh sliced/fresh grilled subs on in-store freshly baked bread — the same recipe it started with in 1956. In addition to signature subs, the passion for giving in Jersey Mike's local communities is reflected in its mission statement "Giving...making a difference in someone's life." Jersey Mike's is now open at 108 Bond Sq, next to Chip City.

Coming Soon

Butterbird

Jason Santos is a well-known local chef and restaurateur who operates four other restaurants in the Greater Boston area, including locations of Buttermilk & Bourbon locations at Arsenal Yards and in Boston's Back Bay, Nash Bar & Stage the Theater District, and Seaport's newest hot spot, Citrus & Salt! Jason Santos will open Butterbird at Arsenal Yards in Bond Sq. Butterbird will be a delicious new breakfast and lunch shop and is slated to open this Summer at 112 Bond Sq., next to Blackbird Doughnuts.

Splash and Dash

Splash and Dash is a pet grooming franchise with a signature membership service model. Splash and Dash is often coined as the first pet-industry disruptor. The Splash and Dash brand has revolutionized the pet-grooming experience with a premium approach to grooming and proprietary technology to make this service systematic. Splash and Dash is slated to open this Summer and will be located at 539 Arsenal St. next to Bond Vet.

Marvelous Cuts

In a relaxed, yet vibrant ambiance, Marvelous Cuts, under the stewardship of local proprietor Lex, offers the ultimate grooming experience. Since 2010, this establishment has garnered widespread acclaim, becoming a beacon of excellence in the barbering industry. Lex and his barber artists also known as Team Marvelous, has clinched numerous accolades in barbering competitions while consistently exceeding the expectations of clients across New England. Specializing in a spectrum of services ranging from intricate hair designs and timeless haircuts to skin fades and indulgent hot towel shaves, Marvelous Cuts caters to the diverse needs of its clientele, including specialized services for both male and female clientele experiencing hair loss. The forthcoming arrival of Marvelous Cuts to the vibrant Arsenal Yards location this summer, situated at 523 Arsenal St, heralds a new chapter of exceptional grooming services within the community.

Medium Rare

The award-winning Washington, D.C.–based restaurant locally famous and universally loved for its steak frites will debut soon at Arsenal Yards. Offering a fun and friendly dining experience in a relaxed atmosphere, Medium Rare provides a mix of simple yet sophisticated dinner dishes like its famous Culotte Steak and Hand-Cut Fries and brunch favorites like the Steak & Eggs, French Toast, and Famous Benedict, along with unique regional wines and beers that make for the perfect meal. Medium Rare is anticipated to open in July at 107 Bond Sq. next to Pokeworks.

Squeeze Massage

Squeeze is a way better massage experience from the founders of Drybar, slated to open in Arsenal Yards in late 2024. Squeeze's revolutionary app-based booking platform allows guests to book, set personalized preferences, pay, tip, rate, and review all at the touch of a button so you can walk in and figuratively "float" out. Massages are tailored to guests' preferences including pressure level, music, and lighting, and at Squeeze extras don't cost extra! Each massage includes your choice of deep tissue, heat therapy, percussion therapy, and aromatherapy at no additional charge, so what you see is what you pay! To learn more about Squeeze Massage visit www.squeezemassage.com. Squeeze will be opening this year, at 116 Arsenal Yards Blvd., next to Ulta Beauty.

Upcoming Events:

Outdoor Spring Fitness Series

May 6th – June 10th

5:30 – 6:30 pm

Arsenal Yards is hosting a series of complimentary workout classes every Monday from 5:30 pm – 6:30 pm this spring. With trainers from F45 Training, Rumble Boxing, and Pure Barre, the community can enjoy these free classes on the Arsenal Green at Arsenal Park.

Picnic in the Park Music Series

One Thursday a Month, May - October

5:00 - 7:30 pm

One Thursday a month, the community is invited to catch a live musical performance on the River Green at Arsenal Yards. There will be musicians of all kinds – acoustic guitarist, violinist, and more. Takeout is encouraged from any Arsenal Yards restaurant to enjoy while listening on the River Green.

Stick a Fork In It

Wednesday, June 5th

4:30 – 7:30 pm

All foodie friends are encouraged to come for the fan-favorite annual Stick a Fork In It Food Festival. Featuring over 10 Arsenal Yards amazing restaurants & eateries, plus live music, & much more. Ticket holders will pick up a menu and sample their way around Arsenal Yards while being entertained by live music, caricatures, photo opportunities, and more. This event has sold out in the past two years and tickets will go on sale later this month.

For a complete list of upcoming events, visit Arsenal Yards' events calendar:

<https://www.arsenalyards.com/events/>

For more information about Arsenal Yards' latest openings: www.arsenalyards.com

ABOUT ARSENAL YARDS

Along the Charles River, Greater Boston's newest neighborhood is thriving in the East End of Watertown. Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, Condesa Restaurante Mexicano, Kura Sushi, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon's Wine, Pure Barre, Roche Bros. Ulta and more. Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series

for both residents and visitors, including outdoor musical performances, fitness classes, foodie events and more. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com/