

ESTD **GORDON'S** 1934

**ARSENAL  
YARDS**

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**For Immediate Release**

**Arsenal Yards Welcomes Gordon's New Watertown Location**

*Gordon's Wine is officially open in Arsenal Yards;  
unveils a larger, more conveniently located Watertown store*

**(Watertown, MA) June 1, 2021** - Local, family-owned retailer, [Gordon's Wine](#) is pleased to unveil its new location at [Arsenal Yards](#), the thriving new neighborhood in the heart of Watertown's historic East End. Gordon's new address at 92 Arsenal Yards Boulevard will take over from the original Watertown location at 51 Watertown Street. Featuring over 5,000 sq ft, this expansive new store will offer an impressive array of everyday brands and artisanal beverages in a sleek, industrial urban setting.

Gordon's is one of the many exciting new additions to Arsenal Yards, which will complete construction at the end of 2021, featuring an exciting mix of dining, retail, life sciences space, a 146-room Hampton Inn & Suites by Hilton, and more than 300 residences at its Blvd & Bond apartments. Offering a mixture of acclaimed local and nationally owned retailers and restaurants, this location is the perfect fit for Gordon's, a local retailer with a national following. As an added benefit, Gordon's will be located right next door to local, family-run, Roche Bros. supermarket, making this block a destination for great food and beverage.

"We are very excited to move to Arsenal Yards and to serve the apartment dwellers, employees, visitors, and Watertown residents at our brand new Gordon's store. This location will offer a more extensive selection parallel to our Waltham flagship location but in a modern, urban space tailored to the neighborhood. Watertown and the Greater Boston community can expect Gordon's trusted service and great prices but, with the added benefit of a convenient, one-stop shopping experience," said David Gordon, 4th generation proprietor.

Since 1934, Gordon's has been a retail trailblazer known for their specialty services such as the Daily Flash email wine offers, an internationally acclaimed Bordeaux & Burgundy selection, a leading Private Barrel Whiskey program, a monthly fine wine club, CruBox and a Fine Wine Storage facility. New and existing Gordon's Watertown customers can also expect delivery, curbside pickup, and even fine wine and whisk(e)y consultations.

"We're very happy to welcome Gordon's to Arsenal Yards and know that it will be hugely popular among those who visit, live and work in Watertown," said Ryan Feinberg, VP of Leasing, Wilder. "With Gordon's exceptional wine program and specialty liquor offerings, this beautiful new store offers everything one could possibly want – and its great location next to Roche Bros. makes it easy to shop for a weekend get-together or a night in with some good wine and a cheese board."

Gordon's is now officially open to the public and will continue to follow all Covid protocols. Customers are welcome to shop in-person or place an online order for pick-up or delivery through visiting [Gordonswine.com](http://Gordonswine.com).

Arsenal Yards looks forward to additional openings this summer, including the addition of Pure Barre, Buttermilk & Bourbon, Condesa Restaurante & Tequila Bar and Tori Jiro.

To learn more about Gordon's and Arsenal Yards, visit [www.gordonswine.com](http://www.gordonswine.com) and [www.arsenalyards.com](http://www.arsenalyards.com).

### **About Gordon's Wine:**

For over 86 years, and 4 generations, Gordon's has remained New England's leading purveyor of fine wine, spirits and beer. With 5 locations throughout the Boston area, and a dynamic range of specialty services, Gordon's continues to be on the forefront of the retail experience. One of the cornerstones of our longevity is Gordon's world-class team of beverage professionals who are integral to our long-term success. The strong relationships we have cultivated over the years allow us to provide unparalleled selection, price and service that will endure for generations to come.

### **About Arsenal Yards:**

Along the Charles River, in the heart of East End Watertown, Greater Boston's next great neighborhood is emerging. With continued growth and development, by 2021 Arsenal Yards will be a thriving new neighborhood with over 50 curated shops, eateries, fitness, and entertainment venues including The Majestic 7, Buttermilk & Bourbon, and Roche Bros. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, 300 contemporary apartments, and a 146-room Hampton Inn & Suites by Hilton. Merging the best of community, culture, and lifestyle into a uniquely ideal place to live, work, and play, Arsenal Yards' original mural art installations are adding to the urban vibe along with enhanced outdoor and green spaces for social and community gatherings. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit [www.arsenalyards.com](http://www.arsenalyards.com).