

**NEW CENTER SPOTLIGHT**

GREENVILLE GETS A BOUTIQUE CENTER

The focus is on customer service and 'socialization' at Stone Pin Company.

NO, THE PETERSEN CLASSIC has not moved from Chicagoland to Greenville, S.C.; the pins are not made of stone at the new Stone Pin Company, which is situated between Greenville's downtown area and Historic Earle District.

In this case, "Stone" is the name of the street on which the new six-lane facility is located. You'll find Stone Pin Company on the first level of a two-story, 17,000-sq.-ft. building, with the Revel Event Center — designed for weddings and other special events for up to 500 people — directly above it.

Stone Pin Company and Revel Event Center share more than just a building; they also share a "venue director" in Lauren Good, who is in charge of booking parties and events at the two spaces. (A separate manager oversees daily bowling operations.)

The choice to install only six lanes was by design, according to Good.

QubicaAMF equipment at Stone Pin Company includes the Conqueror Pro POS and Management System, BES X Bowler Entertainment System, and TMS Pinspotters.

"The idea is that having fewer lanes will make it easier for staff to concentrate on customer service," Good told *Greenville 360*. "We focus on more than just bowling. We want to create a total, unique experience and atmosphere for the Greenville community to enjoy. We're focused primarily on entertainment and socialization, with upscale food and beverage offerings, and

bowling as the primary form of entertainment."

Looking at the facility toward the pin decks, there are three lanes, a large square bar, and then three more lanes — a modern version of a "split house." There also are plenty of bistro tables and lounge areas, promoting the socialization aspect of the operators' vision.

Good calls the food at Stone Pin Company "worlds apart from traditional bowling alley fare." Among the menu items created by Shane Clary and Matt Feaster of Good Life Catering:

- Greenville Hot Chicken Sammie, served open-faced with blue cheese crumbles.

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To help soften the stigma associated with the term “rental shoes,” Stone Pin Company’s shoe pick-up area is dubbed “The Shoe Station.”

- Southern Pins and Pickles — beer-battered okra spears and pickles, served with a spicy ranch dipping sauce.

- I Don’t Roll on Shabbos Flatbread, served with bacon-jalapeño pimento cheese, pulled pork and Kansas City Sauce.

In designing Stone Pin Company, the creativity did not stop with the menu. The operators also decided to have the lanes make a statement by selecting a “black lacquer” hue. And to help soften the stigma associated with the term “rental shoes,” operators dubbed the shoe pick-up area, “The Shoe Station.”

Lots of special events are planned, some weekly and some less frequent, along with lunch hour specials, happy hour specials, live music and even a few leagues.

Especially for potential league bowlers, the revelation that the pins are not made of stone should come as good news.

BUILDING THE BOWL
STONE PIN COMPANY UTILIZES THE FOLLOWING EQUIPMENT AND PRODUCTS FROM QUBICAAMF:

- Black Lacquer SPL Boutique Lanes
- TMS Pincotters

- BES X Bowler Entertainment System
- Conqueror Pro POS and Management System
- Durabowl Bumpers
- AMFlite II Pins
- House Balls and Rental Shoes



Stone Pin Company’s casually chic environs facilitate the establishment’s “total, unique experience and atmosphere for the Greenville community to enjoy.”



Stone Pin Company features plenty of bistro tables and lounge areas, promoting the socialization aspect of the operators’ vision.



The lanes at Stone Pin Company make a statement with their “black lacquer” hue.

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