

CROC'S 19TH STREET BISTRO GOES GREEN WITH HELP OF LOCAL ARCHITECT AND INTERIOR DESIGNER, DUFF KLIEWER OF COX, KLIEWER & COMPANY

Green Items Chosen for CROC'S 19th Street Bistro:

- Interface Floor modular carpet of approximately 45% recycled content
- Engineered hardwood flooring incorporating farm-raised lumber veneers and manmade substrates
- Caesar Stone man-made solid surface countertops
- Color corrected fluorescent lighting
- Water efficient toilets and urinals
- Low VOC paint products
- New coolers for bar service are Freon-free
- New Aluminum chairs and tables have replaced wood and plastic chairs to avoid cleaning and refinishing with harmful products. Aluminum, being the friendliest product.
- DRINK GREEN -Newly featured at Croc's is a "Green-tini" or "Org-a-Tini with Square One Vodka, great-tasting, ultra-premium vodka that is certified organic, and made in the USA.

As popularity soars with homeowners and businesses "going green" so is one locally owned business located in the Old Beach District, at the heart of the Virginia Beach Resort, in redesigning a sensible approach to a former grocery store building. Duff Kliewer of Cox, Kliewer & Company has developed Phase 1 of a total renovation project incorporating Greener design ideas in every area. Cox, Kliewer & Company has been designing projects incorporating Green technologies for over 10 years, and are LEED and Earth Craft certified. The cost of going green can be 10-30% more but the Habrs agree it's the responsible approach just as they went smoke-free and were one of the first Hampton Roads restaurants with live entertainment to do so. *"A Greener interior still offers us the look we are trying to achieve."* say The Habrs, which is the first restaurant to go Green in South Eastern VA. *"We appreciate Duff opening our eyes to Greener solutions and perhaps we in turn can help open the eyes of our industry towards a Greener Resort and City. Especially with our location, a block away from the spectacular new \$202 million VA Beach Convention Center, we felt it was as important a responsibility and neighborly step, to invest with a look that would keep in the spirit and vision of the 19th Street Corridor as well as incorporating Green".* City planned improvements for 19th Street call for a café style setting buzzing with pedestrians, a convention center hotel, mixed use condos, shops and restaurants for conventioners and locals to enjoy. New sidewalks and lighting were approved in last year's city budget to extend east from the Convention Center to the Oceanfront and have yet to begin. Croc's is nestled along the infamous 19th Street Corridor at Cypress Avenue with a 200 foot hedge of fragrant green Rosemary the Habrs planted years ago that envelopes their corner with newly alfresco dining areas and a new Mango-Terracotta exterior. Matt Thornhill of the Boomer Project located in Richmond VA, recently spoke on Travel Marketing Trends at the VA Beach Convention Center to local tourism industry representatives where Mrs. Habr was one of the attendees. He stated, *"The Green movement is now main stream, with companies like Wal-Mart and Procter & Gamble announcing they are 'going green.' It's also a perfect fit for anyone targeting today's Boomer Consumer, who is at the stage in life where they are thinking about their legacy and how they'll leave the planet for future generations."*

CROC'S 19TH STREET BISTRO GOES GREEN WITH HELP OF LOCAL ARCHITECT AND INTERIOR DESIGNER, DUFF KLIEWER OF COX, KLIEWER & COMPANY

Laura Wood Habr and Kal Habr, Croc's 19th Street Bistro owners have been involved since nearly its infancy of 1993. Kal was one of the original partners and in 2004 the couple became the sole proprietors. Laura, a third generation Beach native has an Interior Design degree; Kal studied Engineering in, Beirut, Lebanon prior to immigrating to America. Together they have over 40 years experience in the restaurant industry and recently resurrected this former famous drinking hole, into a hip bistro (small café, restaurant, nightclub) with a well rounded menu, an award winning wine list, monthly e-newsletter, live weekend entertainment, event planning, while plunging city initiatives, like adding 19th Street Bistro to their moniker, going smoke-free, and going Green. Their eatery continues to raise the bar while maintaining its friendly neighborhood appeal, and to their credit, has been bestowed with an array of award winning accolades in just the past few years: Rising 25 Business of Hampton Roads awarded by the Hampton Roads Chamber of Commerce, National Tourism Special Recognition awarded by the VA Beach Convention and Visitors Bureau, National Restaurant Association-Good Neighbor Award, Wine Enthusiast Award, Hampton Roads Magazine Stellar Cellar Wine Award, Port Folio Crystal Stem Wine Award, VA Beach Volunteer Rescue Squad -Squadman of the Year Award and even recipe requests from Gourmet Magazine readers for Croc's Famous Five Pepper Tuna. Participation in Hampton Roads March of Dimes, Hampton Roads Celebrity Night to Prevent Child Abuse, VA Beach Restaurant Week, VA Beach Wine Week and supporters of the VA Aquarium, VB Volunteer Rescue Squad, VB Public Schools, and members of the VA Beach Hotel Motel Assoc. and the VA Beach Restaurant Assoc. Mrs. Habr serves as a Director on the Board for VA Beach Vision, VA Beach Rotary member, Co-Chair for VA Beach Convention & Visitors Bureau ABA '08 Dine Around, and Founder & Chair of VA Beach Wine Week. A new coastal casual cuisine menu has been introduced with a Middle Eastern twist of authentic Lebanese samplings or Mezza, consisting of Kal's family recipes. Event Planning has had booming results offering conventioners a close walk to hold an event or locals rallying their favorite fundraiser or dinner club meetings. Birthdays, wedding receptions, rehearsal dinners and holiday gatherings are also popular and easy to plan on-line at Croc19thStreetBistro.com. Culinary Tourism initiatives, popular with Boomer Travelers, are offered with monthly cooking and wine classes using indigenous ingredients while a guest wine expert discusses wine pairings. Meanwhile the Habrs are active with their own wine club and are studying for a Sommelier Level I exam this fall. The Habrs can be reached at 757-288-3861 or laura@crocs19thstreetbistro.com

Duff Kliewer of Cox, Kliewer & Company, earned his Bachelor of Architecture degree in 1974 at the University of Virginia and later earned his Masters in Environmental Planning at the Bartlett School of Environmental Studies in London England in 1978. During his studies, Mr. Kliewer also spent time abroad on specialized study in Vicenza, Italy. Mr. Kliewer is a native of Newport News, VA and has practiced architecture and interior design in Virginia and throughout the United States for over 30 years. He has served on the Board of Directors for The Arts Council of Hampton Roads, the Hampton Roads Design Council, and The Peninsula Community Theatre. He currently resides in Virginia Beach and serves on the Preliminary Design Review committee for the Virginia Beach Resort Advisory Commission.

Duff Kliewer can be reach at 757-431-0033 Ext 302 duffk@coxkliewer.com

Matt Thornhill, Founder & President, The Boomer Project has quickly established himself as a leading national authority on Boomers. His opinions and insights are sought by reporters for national magazines like Business Week and Money, newspapers like The Washington Post and Minneapolis Star-Tribune, National Public Radio's "All Things Considered" and NBC Nightly News. Matt understands both consumer behavior and trends. Over the years Matt has worked on brands like Coca-Cola, Mercedes-Benz, AT&T, Kraft General Foods, Colgate, Marriott, Seiko and others. He is responsible for overseeing the work for clients by the Boomer Project, as well as editing the national research reports and the monthly newsletter.

Matt can be reached at 804.690.4837 or matt@boomerproject.com.