

## A couple of 'firsts'

### Pair's wine bar-restaurant sets some precedents

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Marcus and Kolea Marquez are partners in L Wine Lounge and Urban Kitchen, which is opening soon at 18th and L streets in midtown Sacramento. They are advertising their establishment with life-size pictures of themselves, background, and their chef and wine director.

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There are plenty of "firsts" at **L Wine Lounge and Urban Kitchen**, soon to open in midtown.

It's the first entrepreneurial venture for husband-and-wife partners **Marcus and Kolea Marquez**, after years of working for other restaurateurs. It's the first local restaurant designed by **Kristi Daggett**, whose previous projects have been in L.A. It features furniture and a huge wine vault designed by Sacramentan **William Earle**, who's done work for celebs such as **Courtney Cox** and **Macy Gray** but never a restaurant.



Then there's the "first" connected with the graphics now covering the windows as workers race to finish in time for a mid-March opening. Most developers -- the unimaginative ones -- cover windows with brown construction paper or newspaper during the construction phase. More inventive ones use graphics that announce a business is "coming soon."

The folks at L Wine -- whose menu will feature 75 vintages and 15 light dinner plates -- went a step further and personalized their windows.

Each of the project's key movers -- the Marquezes, executive chef **Ame Harrington** and wine director **Jonathon Klonecke** -- is pictured sipping wine while sitting on lime-green Italian-made couches that will grace the wine bar's lounge area.

It's a new kind of promotional technique, at least in Sacramento, says wine bar investor **Andrea Lepore**, who modestly acknowledges it was her idea to use life-size portraits of the project's big shots.

"I thought since they're all young and good looking, we didn't need to hire models," she says.

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