

BowlersJournal

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81ST
BowlersJournal
ALL-AMERICAN
TEAM
PRESENTED BY
USBC

Cream of the Crop

Meet the 20 survivors of an incredibly tight BJI All-American Team race.

Men's
Captain
Jason
Belmonte

Women's
Captain
Shannon
O'Keefe

NEW CENTER SPOTLIGHT

HARTFORD, N.Y. GETS NEW PINZ LOCATION

A new place for bowling, dining, socializing.

AND THEN THERE were four. Pinz has opened its fourth location, this one in New Hartford, N.Y., a suburb of Utica. It joins existing Massachusetts locations in Milford, Kingston and Hadley.

Because of the business model — one that does not include a league-bowling program — proprietors David Breen and Jim Smith opted for string pinsetting equipment, and selected the 24-Volt 10 pin String Pinsetters from US Bowling Corporation. They also opted for US Bowling's Pulse Scoring leasing program.

"Ultimately," says Breen, "subscription-based software will be the new normal, similar to Microsoft or Google software."

While the 10 Custom Blue Lanes form the centerpiece of the complex, Pinz also features a 50-game redemption arcade, karaoke, trivia, billiards, ping pong, Jenga, corn-hole, air hockey, XL Bar Pong and other social activities.

Even more numerous are the food-and-beverage options, including an array of appetizers under the "Snack Attack" heading (chicken waffle sliders, steak bomb eggrolls), four salads under the "Greens" heading (with eight dressing options), four specialty burgers under the "I Like Big Buns" heading (the Dude Burger, Notorious P.I.G.), along with flatbreads, pizzas, handhelds,

three types of macaroni and cheese, a kids' menu, desserts and more.

The signature drink is known as the Giant Andre — a 60-oz. behemoth that's meant to be shared with friends. It comes in six different formulations. There also are numerous other cocktails, as well as a lengthy beer list, including an array of craft brews.

Pinz is a place to eat, drink, socialize and recreate.

AT A GLANCE

Venue: Pinz
Location: New Hartford, N.Y.
Proprietors: David Breen and Jim Smith
Finance Company: Firestone Financial
Design Services: US Design Lab
Bowling Equipment: US Bowling Corporation provided 24-Volt 10 pin String Pinsetters, Murrey Custom Blue Lanes, and Pulse Scoring Entertainment System.
Lighting: DFX Sound Vision
Arcade Game Distributor: Betson Enterprises
Redemption: BMI Merchandise
Debit Card System: Intercard



There's lots of dining space available at Pinz, which features an extensive and creative food menu, as well as a lengthy beverage list.



Bowling is the centerpiece of the fourth Pinz location, which opened last month in New Hartford, N.Y.