

PUGET SOUND BUSINESS JOURNAL

EXCLUSIVE: Behind the scenes as 13 Coins preps for move to Pioneer Square



CORAL GARNICK
Staff Writer- Puget Sound Business Journal

After 50 years in South Lake Union, 13 Coins is moving the restaurant to Pioneer Square.

With his South Lake Union lease extended until Dec. 1, owner Al Moscatel hopes for a smooth transition as he closes the restaurant and opens the new, larger location next to CenturyLink Field later this fall.

When word came about two years ago that the building that has housed 13 Coins in South Lake Union since 1967 was going to be demolished, Moscatel was hopeful he'd find another home in the neighborhood.

While that may not be completely off the table, Moscatel's focus right now is on finishing the Pioneer Square location, which was first announced in 2013. He is working on improving the customer experience,

including refining the menu, and making all three 13 Coins restaurants as successful as possible, he said.

"There has been a lot of opportunity to (grow) and we keep saying 'no' because we weren't ready," Moscatel said during a tour of the new space this week. "We want to get this one right and then we'll look at what other opportunities are out there."

Moscatel said the new restaurant will be "worth the wait" and that if he has to personally transport loyal customers from South Lake Union to the new location, he will.

"I take care of the restaurant business the same way I played at basketball," said Moscatel, who played for Mercer Island High School and the University of Washington. "A lot of heart and a lot of passion."

The new location is 10,500 square feet and will require between 50 and 100 new hires because of the anticipated additional volume.

Downstairs is a private dining area that will be open for main dining on busy game days. The lower level seats 150, but can fit 250 for reception-style banquets or private events. It will also have a 160-inch TV, another bar and two separate private dining rooms.

The main dining room in the upper level can seat about 70 while the bar and lounge will seat 40.

The restaurant is at the base of the Embassy Suites by Hilton hotel next to King Street Station. The 13 Coins entrance is on South King Street facing north. The bar has large doors that will open to outdoor seating looking at CenturyLink. It will be furnished in Seahawks/Sounders colors by Moscatel's other company, Urban Interiors.

"It is not all business," he said about his choice to have some fun with the outdoor seating. "You've got to have some fun along the way... You've got to have a balance."