



Innovative Tile and Stone  
Installation Systems

# Crush Restaurant

## Project Spotlight: December 2008



**LOCATION:**

Roseville, CA

**OWNER:**

Cobra Properties, CA

**INSTALLER:**

Robert Simas Floor Company, CA

**STONE SUPPLIER:**

ASN Natural Stone Inc., CA

**DISTRIBUTOR:**

Tom Duffy Company, CA

**TILE INSTALLATION SYSTEM:**

LATICRETE International Inc., Bethany, CT

## LATICRETE FORTIFIES CRUSH 29 RESTAURANT

By Eric Carson



Beginning at the Northeastern tip of the San Francisco Bay and running north some 30 miles to Mount Saint Helena in the Mayacama Mountains, the Napa Valley has long been considered one of California's most scenic venues.

The word "Napa," according to the urban legend of the locals, is a Native American term meaning "you will always return," and each year more than five million tourists do just that for the annual rite of passage known as "Crush Season."

Beginning in mid-September and running through late October, the over 200 wineries in the Napa Valley harvest the plentiful grapes nurtured all year at just the right time, and then crush them to extract the sugary juice that becomes some of the finest wine in all the world.

California State Highway 29, the 106-mile winding road that runs north to south from Upper Lake City through the Napa Valley, and onto its final resting point at Interstate 80 in Vallejo, has become synonymous with the beauty of the region and the romance of Crush Season in the "Valley."

It is exactly this very charm, the gorgeous scenery of Highway 29 and the amorous spirit of Crush Season in the Valley that a local restaurant family has sought to capture with their new creation, Crush 29, in Roseville, California. Brothers Mike and Abe Alizadeh, and sister Kobra, franchisees of Jack In the Box, Sonic Burger, Qdoba Mexican Grill restaurants and TGI Friday's in the Pacific Northwest, opened the trendy Crush 29 just one-half-mile south off I-80 in Roseville, about an hour drive from Napa Valley.

Cresting high on a hilltop, Crush 29 is 9,000 square feet of unique design influence, truly mimicking a Napa Valley winery in almost every way. The hip, casual setting is touched off by soft romantic lighting, fireplaces and of course — fine wine. Over 70 different selections of wine are available by the glass and 225 more by the bottle, a perfect compliment to Executive Chef Irie Gengler's full menu of wine country cuisine.

The exterior of the building is a breathtaking visual, clad in gorgeous limestone and installed with tile and stone installation materials from LATICRETE by Robert Simas Floor Company from neighboring Rancho Cordova, California. Robert Simas Floor Company, LATICRETE MVP (Most Valued Partner), was led by its ceramic division manager Bob Files, and the resulting stone work is a sight to behold.

LATICRETE contractor sales representative Don Peak recommended a LEED compliant, GREENGUARD certified palette of installation materials from LATICRETE for the 2,500 square feet of Salado Palomino natural split-finish limestone supplied by Rose Garcia of ASN Natural Stone Inc. in San Francisco. The LATICRETE® System was locally supplied by the Tom Duffy Company, one of the largest wholesale flooring distributors in the West.

To install the limestone that ranged from 22–18" x 12" x 1 1/4" over a brown coat stucco substrate, as the exterior façade for Crush 29, Files and his crew turned to the ultimate, one-step thin-set adhesive, LATICRETE 254 Platinum. Polymer-fortified, LATICRETE 254 Platinum provides unsurpassed strength, far exceeding all ANSI A118.4 and ANSI 118.11 strength requirements. Robert Simas Floor Company achieved 100 percent coverage by troweling LATICRETE 254 Platinum on the brown coat stucco, as well as covering each limestone tile with a slurry bond coat before setting it in place. LATICRETE 254 Platinum is low in VOCs, and with a long open time and excellent workability it helped increase productivity on the job and resulted in a fast, accurate installation at Crush 29.

"LATICRETE 254 Platinum is the best out there," said Files. "It's worry-free. Anytime I have any concern that's the product I go to. If you don't want any worries, LATICRETE 254 Platinum is what you use."

For the final step of installing the exterior façade, the limestone tiles were grouted with LATICRETE 1500 Sanded Grout, a GREENGUARD certified grout which will eliminate the threat of shading and blotching caused by minerals and organic particles found in water, and inhibit the growth of

stain-causing mold and mildew with anti-microbial protection from Microban®.

Inside the main dining area at Crush 29, a massive circular bar highlighted by a beautiful mica-clad light suspended from the ceiling serves as the centerpiece of the restaurant. The bar is surrounded by authentic wine barrel booths and Napa Valley themed murals, all set in the backdrop of gorgeous natural stone walls and floors installed with LATICRETE. There are 70 personal wine lockers available for the regulars to store their personal favorite. Guests can rent out two separate wine caves off of the main dining area that sit 60 people each, the Sonoma Cave and the Napa Cave, each with its own fireplace. And the Rutherford Room, though smaller, has its own fireplace and is available for parties up to 20.

The 7,500 square feet of interior walls were clad with the same Salado Palomino Limestone from ASN Natural Stone Inc., and Robert Simas Floor Company utilized a similar system modified slightly for the substrate and the interior application. Over a cement backerboard, Files and his team troweled on LATICRETE® 254 Platinum and once again back buttered each tile to ensure 100 percent bond coverage. LATICRETE 254 Platinum is ideal for virtually every substrate, interior and exterior, another factor that helped increase productivity and allow access to the other trades on the job-site. Since Files and his team had already utilized LATICRETE 254 Platinum outside, their familiarity with the product allowed the job to continue without any time wasted learning a new product and its tendencies. All of the grout joints on the walls inside were grouted with LATICRETE 1500 Sanded Grout.

"It's nice to have a single-source supplier," Files said. "It's becoming even more important these days. I try and do quality installations so I don't have to worry about the warranty, but it's nice to know it's there. But honestly, the main reason I use only LATICRETE products is the customer service is unbelievable. They just take good care of me. Don (Peak) is unbelievable. If I ever have any problems he's always right there. He comes right to the job site and teaches my installers how to use the products."

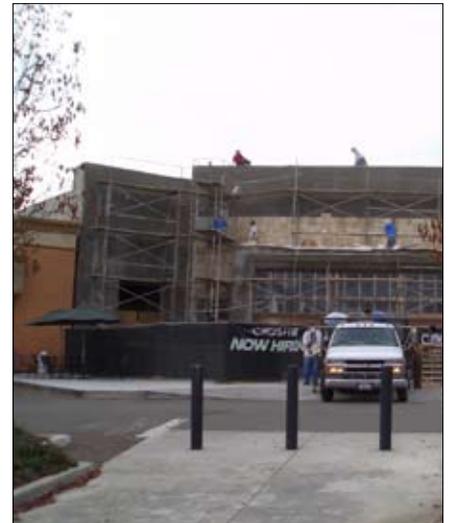
For the 7,000 square feet of beautiful stone flooring inside, ASN Natural Stone Inc provided Crush 29 with 30" x 10" x 3/8" Chivay travertine. The large-format travertine tiles were installed by Robert Simas Floor Company in the main area surrounding the bar, the bathrooms, as well as in each of the wine caves and libraries. Once again, the exceptional bond strength of LATICRETE 254 Platinum was specified as the thin-set adhesive for the travertine tiles, this time over a poured concrete substrate, punctuating this one-step thin-sets versatility.

The Chivay travertine tiles were set with 1/8" grout joints and filled with LATICRETE 1500 Sanded Grout. At Crush 29, with 200 different wines to select from, there's a pretty good chance there might be a few spills. LATICRETE 1500 Sanded Grout is durable and easy to clean, and will keep the installation looking like new for years to come.

In the bathrooms at Crush 29 where moisture could be an issue, Robert Simas Floor Company roller applied LATICRETE 9235 Waterproofing Membrane, the industry standard for tile and stone installations in wet areas, exteriors and continuous submersion applications. LATICRETE 9235 Waterproofing Membrane is a thin, liquid applied, load bearing waterproofing/anti-fracture membrane with over 40 years of successful installations worldwide on its resume. Backed by the LATICRETE 10 Year Systems Warranty\*, and IAPMO approved, LATICRETE 9235 Waterproofing Membrane inhibits the growth of mold and mildew with antimicrobial protection from Microban.

"The stone work is beautiful," said Mark Fucci, general manager of Crush 29. "The people that come in here compliment it all the time — inside and out. It's pretty fantastic. It was amazing to watch this place be built."

Inspired by the rolling hills of the Napa Valley along scenic Highway 29, and the excitement and romance awakened each September by Crush Season, there's little doubt that connoisseurs of fine wine and dining will "come again" for the experience that is Crush 29.



\* See DS230.12 for complete information  
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