

BOTTLE & BOTTEGA in the news...

The art of franchising

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Navigating the rules and regulations of each town can be hardest part of starting out

BY MARY JOHNSON

When **Rupa Kale** decided she wanted to open her own business, she bought into a franchise based out of Chicago with an unusual concept: BYOB painting parties.

Kale would play host while her guests would paint and drink wine they'd brought in from home to experience a creative alternative

to a night out at the bar.

Ideally, all that would happen in Kale's own studio. But since she launched her **Bottle & Bottega** franchise in February, she has been forced to use borrowed space from restaurants and other venues while desperately searching out a town in the state willing — and legally able — to take a chance on her business.

Rupa Kale, owner, **Bottle & Bottega**, has struggled to find a town where she can open. —AARON

HOUSTON

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...the buzz continues to build

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