

The Atlanta Journal-Constitution

# Business

BILLY SMITH II / Staff

One of the features of Bob Amick's Piebar is a circular bar in the center. Amick has two other Atlanta restaurants and a third, Lobby, on the way in December. He'll also be creating the restaurant at a lodging/condo tower at Atlantic Station.

## NASCAR's chief, Atlanta restaurateur launch Fla. venture

By WALTER WOODS / wwoods@ajc.com

They may be the most unlikely pair of buddies in the South.

NASCAR's whiz kid CEO Brian France, the guy who turned racing into an NFL rival, and Bob Amick, the sly foodie who came out of retirement to become Atlanta's hottest restaurateur.

They're from gapped generations (baby boomer and Gen X) and different circles (racetrack vs. wine bar), and they have opposing tastes: Amick's never watched a race on TV. France can cook, but he admits, "It's no five-star experience at my house" when he does.

But what they have in common is a knack for making money, sometimes lots of it. And later this month, they hope to be raking it in together. And if not, they'll have a nice place to eat dinner.

On Sept. 19, France and Amick will open Luma, a restaurant in Winter Park, Fla. — Orlando's Virginia-Highland — with leather walls, a two-story, glass wine vault and a nightly charcuterie plate (that's hand-made sausages to you and me).



NASCAR Chief Executive **Brian France** (far left) and **Bob Amick**, operator of three glittery Atlanta restaurants, are teaming up to open Luma (artist's rendering below) in Winter Park, Fla.



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