



## **Hinano Cafe closing. Gjelina group to rebrand as Gjinano Cafe.**

After 60 years in business, a Venice landmark is rebranding for a new clientele and new, improved memories.

VENICE, CA April 1, 2022 – Hinano Cafe, a favorite local Venice Beach hangout, welcoming the likes of Jim Morrison in its 60 year history, is shutting its doors as of tonight. The new proprietors, the Gjelina Group (Gjelina, Gjusta, GTO, etc.) plan on drawing inspiration from the original Hinano's spirit with an updated appeal for the new generation of modern Venetians.

Gjinano Cafe aims to open July 4th, 2022 with a menu that seeks to create a New American cuisine with a nod to Hinano's classic menu. The Hinano's staple popcorn, now elevated with Gjusta Markets own Organic Truffle Butter will be accompanied by the World Famous Branzino Burger with Cheeto Aioli on a lightly toasted sesame bun.

Gjinano's new light and airy interior design employs the latest innovations in fern, air plant, and macrame technology. Cane furniture, rose gold accents and yoga inspired staff wardrobe will ensure Gjinano Cafe will have a unique feel in the Venice landscape.

Pool table regulars will no longer have to pump quarters into the tables. Gjinano's 3 VIP pool tables will be accompanied by bottle service and easy 24/7 online reservation system allowing patrons to book months in advance.

For all who want to say goodbye to the old Hinano location, tonight will be their last night in business. The new Gjusta management team is extremely excited and honored to have the opportunity to showcase their vision for a future Washington Square and provide to the needs of a new, more modern and woke beach side community. Gjinano is appreciative of what Hinano's has been able to accomplish and is looking forward to delivering a select and fresh new experience.

For further information, please visit [Gjinano.com](https://Gjinano.com) or contact Gjinano's director of community relations, Phil MaPocketts, at (213) 454-0540.

### **About Gjinano**

Gjinano is an authentic Venetian experience located at the former location of Hinano Cafe, at 15 Washington Blvd. They offer a twist on old favorites and offer pool table reservations six days a week. Gjinano Cafe is closed Sundays.