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By [Eddie Baeb](#)

### South Barrington to get upscale movie theater

(Crain's) — A wine-and-cheese movie experience is coming to the Arboretum of South Barrington.

Gold Class Cinemas, part of Australia's biggest movie chain, is to open next September at the 600,000-square-foot shopping center that's under construction at State routes 59 and 72, offering reserved seating and valet parking to moviegoers willing to pay upwards of \$20 a ticket for first-run movies.

The eight-screen, 320-seat theater will be among the first Gold Class venues nationwide. The theater chain's parent company, Village Roadshow Ltd., says it has plans in the works for 12 sites and eventually wants to have 40 U.S. locations. The first site is to open in May in Redmond, Wash., according to a Village Roadshow investor presentation.

"This doesn't exist in any other cinema venue in the U.S.," says Arboretum developer Michael Jaffe, president of Northbrook-based Jaffe Cos. "It's a much more grown-up and upscale experience."

Unlike the recently opened Muvico movie theater in Rosemont, the Gold Class theater consists of all premium seating — large, oversized chairs with side tables. Wait staff deliver food and beverages during the movies. Chicago-based Levy Restaurants has the contract to provide food service.

A Los Angeles-based spokesman for Gold Class says the exact ticket prices and other details haven't been determined. The company has similar theaters in Australia, Greece and Singapore, and operates a total of 71 theaters in four countries.

Landing the 40,000-square-foot theater is a big win for Arboretum, which Mr. Jaffe says is now 80% full based on signed leases or letters of intent from retailers.

"This is a huge feather in our cap," Mr. Jaffe says.

Other tenants at the new lifestyle center include the restaurants Ruth's Chris Steak House Inc. and Panera Bread as well as apparel stores Chico's, White House/Black Market and DSW shoe store.

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