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WINE

ENTHUSIAST

M A G A Z I N E

SEPARATED AT BIRTH?

It's easy to understand how retail stores that categorize wines based on flavor profile (such as "juicy" and "big"), rather than on grape variety, have caught on with younger buyers. But we're a little puzzled as to why stores that use alternative marketing strategies have to look alike.

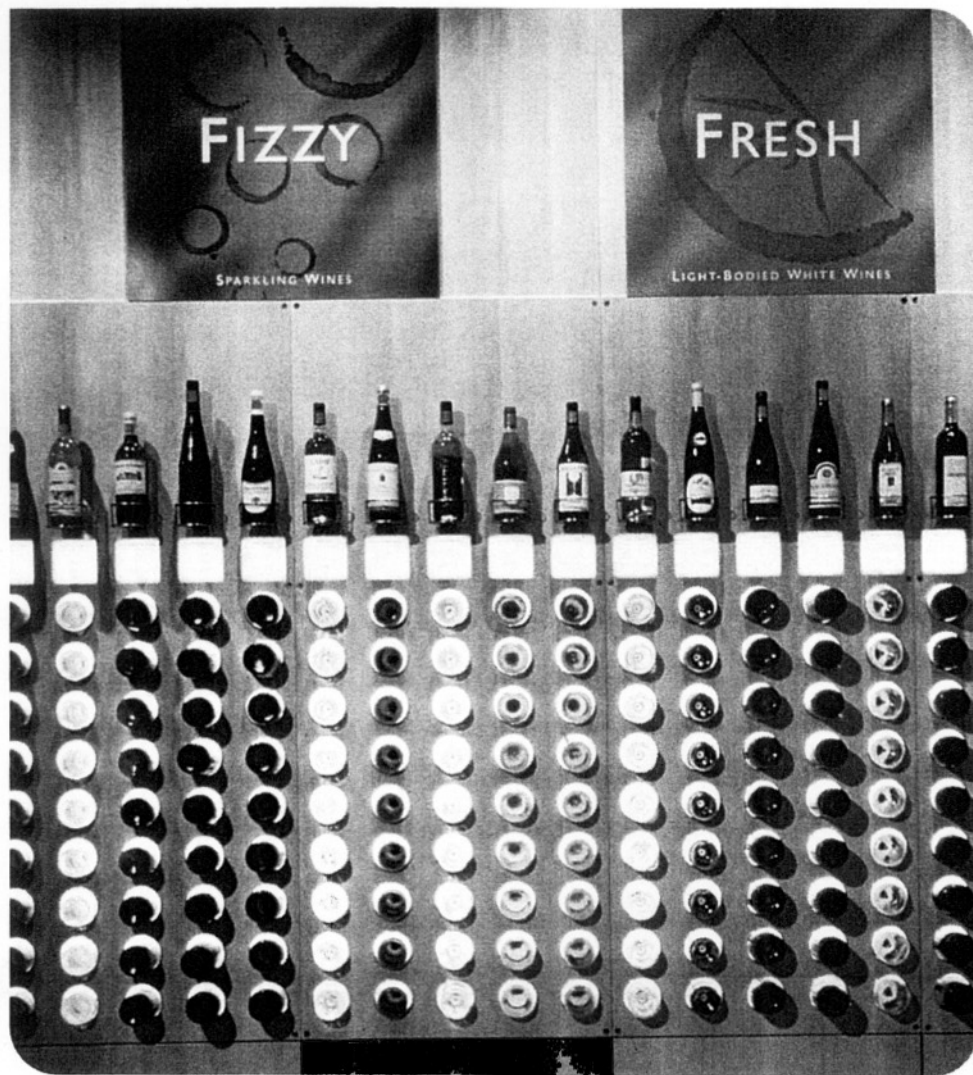


Best Cellars, founded in 1996



Bechus, founded in 1998

The wines at Best Cellars are organized into eight categories based on style and taste—
FIZZY, FRESH, SOFT, LUSCIOUS, JUICY, SMOOTH, BIG and SWEET.



A totally new concept in wine retailing, Best Cellars is a specialty store featuring 100 great wines organized by taste, all for under \$10. Its founders—Joshua Wesson, a prominent national wine authority, and Richard Marmet, an attorney and wine writer—sought to create a wine store where customers would have their vinous expectations exceeded without having to spend a lot for the privilege.

Designed as a prototype for a national retail chain (the first store opened in Manhattan in November, 1996; the second opened in Brookline, Massachusetts, this in October 1997), Best Cellars offers a constantly changing selection of great wines for everyday drinking. The wines are selected by Wesson for their extraordinary value and near-term deliciousness. The inventory rotates regularly, reflecting seasonal drinking habits.

"Best Cellars works so well because it is, from its inception, a combined marketing/design tool. The space is unique because it was designed to bring attention to itself and succeed from a business perspective."

—Debra Lehman-Smith, IDSA, Lehman/Smith/Wiseman Assoc.