Retail Wine Shop Analysis: Moore Brothers

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The Moore Brothers wine shop is located on 33 E 20th St New York, NY 10003. Though it is a fairly small store in the middle of a very busy area this hidden gem is definitely not a place to be overlooked. They put great emphasize on the conditions they use to handle their wines, which is one of the things that sets them apart from your average wine store. From the time their bottles are shipped until they are purchased wines are kept at a constant 56 degree temperature, this guarantees its quality. The shop keeps a very close relationship with its producers; which could be the reason why all of the associates working at the shop are very knowledgeable about all their products.

Upon entering the shop you are welcomed with a rack of different fleece jackets, this is because of the cool conditions the store is kept in order to preserve the quality of their wines. The store front consists of the check-out registers and a couple of; champagne, brut and prosecco selections. The layout of the store is very comfortable. There is much room for someone to look around without feeling cramped or being scared of knocking something down. There are boxes lying around the store, so that there is also a casual atmosphere to the place. In addition there is also a children’s section that kids can enjoy while parents are making their selections. The whole shop is decorated with large frames of different people, some who happen to be producers.

Further in you can begin to distinguish the different regions by simply paying attention to the labels on the bottles or maps next to each rack. You might not notice the relationship of the maps hanging on the wall because these are meant to be inconspicuous, but they could facilitate your search. Moore Brothers handles wines from; Germany, France, Italy, and a small amount from Spain. They have a great selection and their prices range from about $15- $200. In the back of the shop you could find a tasting table where a couple times a week different bottles are highlighted and sometimes places at a discount price. Once you’ve made a purchase you have the option of being entered into their database and a record will be collected of your preferences. In addition every bottle is accompanied by a description of the wine, the region where it came from and some suggested pairings of food. Their website also allows you to register for emails about new wines and discounts. They often have open wine tastings, some o which producers attend from time to time.

Overall the associates were extremely helpful and provided me with all the knowledge I needed to make my purchase. The Only recommendation I would give is to include wines from other regions in their selection. Although I am very pleased with the attention they put into choosing their producers, there are great wines being made in parts of the world such as Argentina and Chile. If they put the same effort into seeking great wines from other countries it would make their inventory that much better.

Aside from their location in New York City they have one more in New Jersey and another in Delaware. They provide shipping to 37 states only during the cooler seasons, this once again to assure that the qualities of wines are at their best. This is a very refined company with experienced associates that leaves very little room for disappointment. Their professional attitude and respect towards wine is what puts them on a different level from most wine shops.







