As I crossed Atlantic Avenue and made my way towards Cobble Hill I noticed the instant change of neighborhoods. As I reached my destination Scotto’s Wine Cellar located at 318 Court Street, Brooklyn New York. The first thing I noticed was the construction site on the next block. But as I made my way to the front of Scotto’s their window display caught my attention. They had various wines with multi-colored streamers and drapes. When I walked in the store I basically greeted the sales associate then he continued his business. While walking around I looked up and noticed that there were lighted signs with countries of wine. The few countries with lighted signs were California, Italy, Germany Italy, New York, France, Australia and Spain which tells me they carry mostly wines of those countries and states. Although they were lighted their organizational looked a little bit chaotic towards the front of the store which surprised me because I would think they would have the front of the store more presentable than the back. In my opinion the layout of the store has its unique characteristics and its fair share of weaknesses.

Overall there layout is divided into two sides a little, the spirits and liqueurs then on the other side there were the wine selection, Sherry Sake, Kosher and chilled beverages. One of their displays simply loved was the round stand where the wine lays and below are the amount of wines they have laid down as well. Scotto’s Wine Cellar uniqueness shows through their distinctive way of promotion by placing the 2009 Court Street White New York State wine next to the cheaper and expensive wines.

 One funky thing I liked about the Scotto’s was the fact that next to their wine selections, there is a brief description of the wine and their opinion of how the wine tasted. The downside to having the description is the fact that they lack a sense of pizzazz. For instance they used words like “very very nice”. As someone who is studying wine I would say that is not the appropriate way to describe or give recommendation of a wine especially if you are trying to promote a wine.

Another attribute of Scotto’s Wine Cellar is that they have little colorful sign posted by the wines saying “support our local wineries”. But the only bad thing to come of that is there is hardly any place to walk because it is clustered and wherever you turn there is something in your way so all the signs give you a headache after a while. One of the most shocking aspects of the store is that where there is suppose to be a visible sign “Wine Cellar” written on wood, it was covered by the rack hanging from the ceiling holding wines and spirits. In addition the one thing that stood out for me was the big “Jack Daniels” barrel in the wine cellar itself, misunderstanding or miscommunication between the difference of liquor and wine. Also they have their countertop for sales covered with wines and different beverages.

Although I didn’t feel very welcomed when I first came into the store when I asked the sales associate for their specific price range he was very helpful. Their price ranges from $4.99 to $3000 which is a Burgundy wine. One cool thing I found about Scotto’s Wine Cellar was that they have wine tasting once on weekdays and twice on weekends. In addition they carry wines from Oregon, New York, Italy, France (a large variety), Chile, Argentina, California (a large variety), Spain, Austria, Israel, Portugal, Greece, New Zealand, Australia, Germany, imported Port, sparkling wine, Champagne and Sherry.

Wine is very unique. I never thought I would be able to understand wine in general, I could not differentiate between the different grape varieties, and all I could say was sweet or sour. But as I looked around Scotto’s Wine Cellar I felt a sense of pride as I acknowledged an understand wine because I study wine. It is an amazing feeling when walking into a wine shop and looking at the names of wines and where they are from and testing your knowledge on the region or appellation of the wine.

Overall my experiences at Scotto’s Wine Cellar changed my outlook on wine shops. From the outside of the store I expect the place to be a little tidier and organized but my expectations were not met. When I first checked their website my expectations were high because they were very organized and descriptive but the store is not. My recommendation is that they need to organized and pack away all the extra boxes around the store, hire a better staff to be more pleasant and helpful from the time a customer walks in. One imminent change that is need is for the shop to show the sign “Wine Cellar” completely, it is part of the name of the store and a major advantage over some shops that do not have the sign. But overall opinion is that it was an experience that is not to be forgotten when I decide to open my own business.

Click on the link below for further information:

<http://www.brooklynwine.com>

At Scotto’s Wine Cellar website they aim to give simple knowledge of wine to their customers. They offer information on the different types of wine, a brief history of wine and simplicity of the wine making process. They also offer the same information for liquors. Along with information on wine they have broken up they website into different sections ranging from their contact information to their products, specials or promotion going on in the store to the fun section of “Did You Know”. In addition they have a wine of the month club which is basically “staff’s pick”. Overall their website is easy to navigate.