

Retail Beverage Shop Analysis/Comparison  
Due Week 7  
10% of course grade

Task

Visit a retail wine store (a suggested list is on the back of this page). Review the store set-up and analyze the benefits/drawbacks of the store. Compose an essay analyzing the store's attributes/weaknesses.

Role and Audience

As a student studying wine you will be in the role of investigator, seeking out a better understanding of various styles of wines. **Important Note:** It is best to call the retail store in advance in an effort to arrange a meeting time with a manager or other store employee. Make sure to let that employee know what you are doing and why you are visiting the store. Ask permission to take photographs (many store employees will be weary of a person walking in and taking photos).

The audience of the paper is anyone interested in visiting a retail wine shop.

Format (two stages)

*Stage 1, week 4: Bring to class three questions to be asked of the retail store employee/manager*

*Stage 2, week 8:*

- Create a new post on the OpenLab for the analysis
- Minimum of four descriptive photos including at least one of each of the following:  
"Shelf Talker", Wine from France, Sparkling Wine and a region we have not studied yet
  - For each photo, explain what is portrayed in the image
- Comment on at least two other student's posts
- **ALTERNATIVE FORMAT, upon discretion of the instructor:** Include the above requirements in an APA format essay

Expectations

This assignment will be assessed for the clarity of information communicated about wine available from various regions and how it is presented to consumers. Students should be able to analyze and interpret the attributes/weaknesses of the wine retail shop. Comparing two different retail shops is strongly suggested.

The analysis should be 375-425 words in length.

Student Learning Outcomes

Upon completion of this project, students will be able to:

- a. recognize fermented beverages and where they are produced;
- b. recognize and define wine terminology;
- c. discuss the sale and service of alcoholic beverages

**Manhattan**

55th Street Wine and Liquors, 50 W 55th St, 212-246-2323  
Ambassador Wine and Spirits, 1020 2nd Ave at 54<sup>th</sup> St., 212-421-5078  
Appellation Wine and Spirits, 156 Tenth Ave, 212-741-9474  
Astor Wine and Spirits, 399 Lafayette Street, 212-674-7500  
Bottlerocket, 5 W. 19th Street, 212-929-2323  
Carnegie Spirits and Wine, 849 7th Avenue, 977-3039  
Chamber Street Wines, 148 Chambers Street, 212-227-1434  
Crush Wine and Spirits, 53 E. 57th Street, 212-980-9463  
Flatiron Wine and Spirits, 929 Broadway, 212-477-1315  
Morrell and Company, Fine Wine and Spirits Merchants, Rockefeller Center, 1 Rockefeller Plaza  
212-688-9370  
Pasanella and Sons, 115 South Street, 212-233-8383  
PJ Wine, *4898 Broadway, nr. 204th St.*; 212-567-5500 Sea Grape Wine Shop, 512 Hudson St, 212463-  
7688  
Vintry Fine Wines, 230 Murray Street, 212-240-9553

**Brooklyn**

Gnarly Vines Wines and Spirits, 350 Myrtle Avenue, 718.797.3183  
Heights Chateau, 123 Atlantic Ave, Brooklyn, (718) 330-0963  
Michael Town Wines and Spirits, 73 Clark St · (718) 875-3667  
Slope Cellars, 436 7th Ave, Brooklyn, (718) 369-7307

**Queens**

Grand Wine and Liquor, 30-05 31st St, Astoria, (718) 728-2520  
Hunters Point Wine and Spirits, 47-07 Vernon Blvd, Long Island City, (718) 472-9463

**Staten Island**

Mission Fine Wines, 1610 Richmond Ter., Port Richmond, Staten Island; 866-511-1811  
Pete Milano Discount Wine & Spirits 1441 Forest Ave. Staten Island

**The Bronx**

La Cantina Wine and Liquor, 2355 Arthur Ave. Bronx, NY 10458 (718) 295-9119  
North End Wine & Liquor - Wine Shop in at 2509 Webster Avenue, 718-584-4100