

Wine Shop

New York City College of Technology

HMGT 2402 Wine and Beverage Management

Wine Retail Assignment

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Wine Shop

The *Hunter Points Wine Shop* has only nine years since it was open. It is known for its selection of estate & organic wines & small-batch, artisanal spirits. It has a nice location to attract guests and sell them very fine wine to enjoy there mill and time. It is close to Manhattan by crossing the East river with a Ferry and the area around it, is developing every day. I tried to make an appointment with the owner but he was out of the country. I made an appointment with the manager Tony. I believe that Tony has lots of knowledge about wine but he didn't know how to communicate his knowledge with me. Maybe it was because he doesn't know how to communicate with people that don't know much about wine. The great thing about wine story is that they are right next to the train station so if anyone is in a rush they can dip in and dip out and not miss the train. This store it is not so big and has cheap and very expansive wine from different countries.

I asked Tony how he organizes the wine to remember where a particular wine can be when he will look for it. He gave me a tour around the shop and told me that the wine is organized by different countries, color and year. He showed me from outside the room where they keep new wine to be aged and expansive wine in cool temperature. I wanted to know in what temperature they kept the wine, he told me that only the owner controlled the temperature of that room. Every section on the wine countries was very organized and easy to find what a customer may look for. It was easy even for me that I don't shop that much in wine stores.

Since I am learning about wine and I am still with not much knowledge, I asked Tony how he will recommend a guest like me a bottle of wine. The first question that he asked me was, what kind of food I would cook and with who I was going to drink it. Every Friday, I have Sea

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Bass with grilled vegetable or salad with olive oil and blueberries vinegar. He told me that Falagnina from Campania Italy, 2013, can be a very good choice with my meal. I bought the wine and I really enjoyed Falagnina with my meal.



Falagnina Wine

Organized Wine ready to be sold.

Wine temperature room

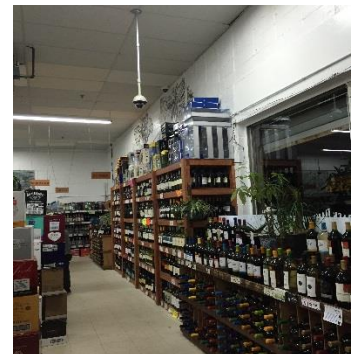
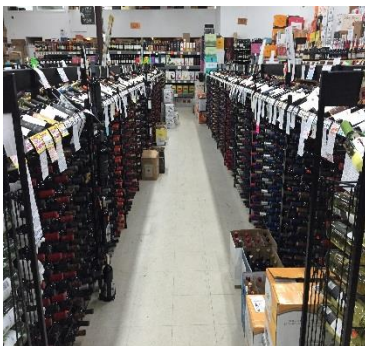
They carried wide variety of wines from the following countries in their inventory ranged from \$8.99-\$550. I was amazed. I had no idea there were such a huge price variety. Here is a list of countries that do business with the Hunters Point Wine Shop.

- France
- Italy
- Germany
- New Zealand
- The United Kingdom
- Austria
- Portugal
- South Africa
- Australia
- USA
- Spain
- Greece
- Argentina
- & Chile

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The *Shopping Center Wine & Liquors* in Cortland Manor, Upstate NY, I had different experience. The owner has a deep wine knowledge with their very-experienced staff to bring their guests the most delicious wines and make them enjoy the wine, food and the company of the people that they will be surrounded. The owner told me that she moved to the neighborhood 3 years ago and that she was very happy with the new business. Even though customers needed a car to go and shop to the Wine & Liquors, I saw lots of customers going in and out.

The wine shop was huge and had lots of workers. The owner April, tried to show me around without asking her anything. She was very nice with me and she has a beautiful smile on her face. She told me that many people who walked into the shop asked what do those entire things mean (Wines, labels, Regions...etc.) She told me that she is used with people who don't know much about wine (like me). She gave me a tour around the store and was pointing the wines from different region and how to understand them. All the wine that she had in the store had written if the wine was made with oak barrel or stainless and steel. The bottles were horizontal and a bottle was on the top of the row to the customers to pick it.



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They carried wide variety of wines from the following countries in their inventory ranged from \$6.99-\$180. I was expecting a higher price for wine but she told me that she didn't want to keep very expensive wine because the store don't have a controlled room temperature.

- France
- Spain
- Greece
- Hungary
- New Zealand
- South Africa
- Argentina
- Chile
- Italy
- Germany
- Portugal
- Austria
- Australia
- Israel
- Morocco
- USA (Upstate & Long Island NY)

April told me that the store offer many opportunist to taste wine that comes from local vineries of New York. Also, other wines from around the world are available to be tasted from customers. Every first Saturday of each month, she has wine tasting event form 3:00-8:00 pm. For people how are older than 80 years old, the store give a bottle of wine that cost less than \$20 for free. They have a choice from wine of USA or a country that they like. Many costumers bring snacks from their homes and share with each other. After I finish Fall semester, I want to go and experiences this event. It sound fun event and I will be part of it one day.

Writing this paper was a bit challenging for me because I am not familiar with many types of wine. I don't have people around me who I can ask for. I believe by the end of this class I believe I will be confident to taste and talk about wine. I learn a lot from both wine shops and I will continue to go to other wine shops and wine tasting places.