

Retail Beverage Shop Analysis/Comparison

Due Week 8

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 you will ask the retail store employee/manager

Stage 2, week 8:

- Create a new post on the OpenLab for the analysis
- Minimum of four descriptive images including at least one of each of the following: "Shelf Talker", red from Spain, sparkling wine not from France and a red wine from a region you did not know made wine.
 - For each image, 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 in a retail shop. Students should be able to analyze and interpret the attributes/weaknesses of the 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 54th 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
Le Du's Wines, 600 Washington St., at Leroy St.; 212-924-6999
Morrell & Company, Fine Wine & Spirits Merchants, 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, 212-463-7688
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
Moore Brothers Wine Company, 51 35th St., nr. Second Ave., Sunset Park; 212-375-1575
Slope Cellars, 436 7th Ave, Brooklyn, (718) 369-7307
Smith and Vine, 317 Smith St., nr. Union St., Carroll Gardens; 718-243-2864
Thirst Wine Merchants, 11 Greene Ave., nr. Fulton St., Fort Greene; 718-596-7643

Queens

Astor Park Wine and Spirits
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