

Keine Hospedales

## Wine Retail Shop Analysis

Heights Chateau: Fine Wines and Spirits is located at 123 Atlantic Avenue, Brooklyn, NY 1120 in the neighborhood of Brooklyn Heights. It's about 15 minutes walking distance from the college. When I walked into the shop, there was a desk right in front of me where the employees were and it was convenient because I needed any assistance and they were right there to help me. I introduced myself to one of the associates named Patrick and he wasn't interested in helping me. Afterwards, I went looking for wines. The shop didn't have any shelf talkers, however, as you can see in the first image, there was a notecard on display for customers.

The second image shows a red wine from Spain. The grape variety is Garnacha, the winery is Bal D'Isabena Bodegas, and the Do is the classification system used for Spanish Wines and it's Somontano. I asked another associate named Cara for assistance with finding sparkling wines that do not originate from France. She directed me to the sparkling wines from USA section. The third image shows two different sparkling white wines from USA. The fourth image shows one sparkling white wine from USA. The vineyards that were used to make this wine are Schramsberg. The name of the Champagne is Blanc De Blancs. Brut shown on the label means that this is a dry wine. Methode Traditionnelle means that the traditional method was used in the Champagne Region of France to produce this Champagne bottle. The vintage is 2015.

The fifth image shows red wine from South Africa. I didn't know that South Africa made wine. Aslina by Ntsiki Biyela is the name of the wine company. The grape variety is Cabernet Sauvignon. The vintage is 2017. The country that produced this wine is South Africa.

Overall, I had a decent experience. I didn't receive a lot of help, but I did ask questions when I needed too. I learned more regions that produce wine by walking around the shop. The shop carries New Zealand, Chilean, Argentinian, and Israelian, which are also kosher, wines. They also had Sake, Rose, Dessert Wines, various types of whiskey such as Irish and Rye,

vodkas, and cold brew whiskey which I've never heard of. I also learned that their best-selling wine is Robola of Cephalonia which is a wine originating from Greece and from the island of Cephalonia. The shop is decently sized and there should be more attention on customers especially since when I went there, there weren't many.