

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 7:

- Create a new post on the OpenLab for the analysis
- Minimum of four descriptive photos including at least one of each of the following:
Store front, red wine display, white wine display spirits or sparkling wine display
 - For each photo, explain what is portrayed in the image
- Comment on at least two other student's posts

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 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

Bottle Rocket, 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

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

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

Pete Milano Discount Wine & Spirits 1441 Forest Ave. Staten Island

The Bronx

North End Wine & Liquor - Wine Shop in at 2509 Webster Avenue, 718-584-4100