

The retail beverage shop I have chosen to analyze for this assignment is the Inwood Hills Spirits & Wine Room, located at 5057 Broadway in the Inwood neighborhood of Manhattan.



(This is the storefront of Inwood Hills Spirits & Wine Room)

I would recommend this store overall. I feel they have a nice selection of international wines and the store is organized, neat, and clean. There is a small section upstairs where they host wine tastings and pairings on Saturday, which is a great way to market yourself as a business. The store has a very cellar-like feel to it which I always appreciate when a store can capture this type of ambiance. I appreciate the details such as the dark curtains that line the store windows because the morning sun would be glaring into the windows and possibly damaging product.

Some of the countries highlighted in the store include Australia, France, Italy, Germany and the varieties of wine include: Red, White, Rosé, Sparkling, Sake, Fortified/Dessert, Fruit/Beverage, Kosher, Organic, and Vegan wines. The variety in merchandise indicates a diverse clientele and there is an indication of a strong Millennial presence in this neighborhood, and this is true.

The wine store owner informed me about how a lot of his time is used supplying orders and delivering them. He supplies for a lot of local events, there is only a \$40 minimum but this is a great service. I have seen other wine/liquor provide delivery service, and it's a smart move to grow business.

The prices overall are all good, the average price was about \$20 a bottle for the wines. Spirits are also for sale and include: Brandy, Cognac, Cordials, Gin, Rum, Scotch, Tequila, Vodka, Whiskey, and Vermouth. The business owner was eager to show his long list of things to order after a day of high sales proceeding the snowstorm. He took the time to ask about what I study and what college I attend, I appreciated that as well. He was very kind and enthusiastic about being able to grow his business in this neighborhood.

Overall, the salesfloor may not be too large but the selection of product and the high level of customer service really make a difference. This business is profitable and the neighborhood appears to be grateful for it being here.





(European wines being represented on the salesfloor)



(Moulin de Vissandre, Languedoc)



(Tutela Prosecco, Veneto, on the left)



(Chateau des Demoiselles, Bordeaux, France)