

*Brooklyn Wine Exchange*



*Brittney George*

*Professor K. Goodlad*

*Wine and Beverage Management*

*Retail Wine Shop Analysis*

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*As I ventured down court street in search of a wine shop other than Scotto's which may have been a very popular choice in the class, i stumbled upon a very small business blocked by a delivery truck. Out of curiosity, i made my way across the street to peek in and was greeted by a very modern and fairly new wine shop. The Brooklyn Wine Exchange is located at 138 court street and was opened 3 years ago by Patrick Watson.*

*Upon entering the store I took some time to look around before being greeted by a sale assistant. After introducing myself and explaining the purpose of my visit to the young lady named Sydney, she was very accomodating and willing to answer any questions i may have. I thought that the customer service (hospitality) that she offered although they were in the middle of receiving a shipment was commendable and very much appreciated. The store itself isn't very large but the setup was very well thought through. The walls are lined with shelves that house the huge variety of wines that the Brooklyn Wine Exchange has to offer.*

*Large identifiable signs were strategically placed in order to categorize wines by regions and all of the countries in that particular region. Coincidence?! Although I expected French and Italian wines to be the highlight of the store, i was pleasantly surprised to see that wines made right here in New York were highlighted most ( located at the very front of the store) which French and Italian wines coming next in line. Wines from right in Brooklyn (Red hook) to wines from Long Island and Albuquerque. At the back of the store, Spirits, Sake and liquors are also offered and are represented in the same manner.*

*The price range offered at this winery is very customer friendly. Customers can walk out with a bottle of Sauvignon Blanc from the Central Valley in Chile that*

*embodies crisp, tropical fruit and citrus notes that pairs well with grilled fish for only \$9 to a Last Vintage (2000) bottle of Champagne, Cuvee for \$150 that is aged 10 months in oak barrels and 9 years en tirage!*

*In addition to the wines, spirits, sake, and liquors that the Brooklyn Wine Exchange has to offer, there are a few perks that are very appealing to customers. A membership program is available ( \$60 for 3 months , \$100 for 6 months, and \$180 for 12 months) in which customers are able to attend classes to learn about various wines and how to pair wines with food, members are able to receive a 5-10% discount on still wines at all times and 20% off still wines showcased at classes attended. However, you do not have to become a member in order to receive deals. Every week, the Brooklyn Wine Exchange offers “Wine of the Week” which is discounted and Seasonal wine discounts which allows customers to enjoy a wine that embodies flavors that are typical of a particular season. If that’s not enough to develop a return customer base then maybe being able to meet actual winemakers and importers will!*

*My overall experience while visiting the Brooklyn Wine exchange was very pleasant. I enjoyed the overall atmosphere of the store and appreciated the information provided for each wine. The only thing that affected my overall experience was the lacking of customer service. Other than the young lady that approached me at the beginning of my visit, no other sales assistant acknowledged me to ask if i needed help and one young lady seemed very annoyed when i asked if there was any information about the store that may be beneficial for me to know. Otherwise i feel as though the extensive perks and vast selection of product for such a small retail shop is tremendous.*

*Setup of the Brooklyn Wine Exchange retail shop*



*2000 Vilmart et Cie Cuvee Creation Vintage Champagne France (\$150)*



*2011 Tololo Sauvignon Blanc (\$9)*

