## EXPERIENCE-DRIVEN

WINE DISPLAYS (that are good looking, too)

of wine rooms visible to guests (new construction)

% called it a key design element of the restaurant

met wine revenue goals
25% exceeded
(new construction)

say the wine display encourages guests to talk about wine

say it improves the guest experience (new and existing construction)

% say they would use VintageView again (26% say maybe)

"The visual presentation of the VintageView enhances our bean + vine coffee/wine area."

- Robert Johnson, The Ridge Hotel (Lake Geneva, Wi)

"We get comments regularly from guests that they 'want this in their house,' referring to our wine wall!"

- Chris Wanner, West Coast Wine • Cheese (San Francisco)

"We love our wine wall!"

- Leah Tyrrell, Tala Bistro (Latham, NY) "Great product!" - Lara Russo,

- Lara Russo, Spiga Restaurant (St. Martin)

## **METHODOLOGY**

We started asking ... in January 2017. Sixteen restaurants have responded to date.

This is who answered:

80% new construction restaurants7% addition of a wine room13% refreshing an existing wine room

**25**% open 6 mos-1 year **17**% open 1-2 years **58**% open 2+ years



VINTAGEVIEW®

MOVING WINE STORAGE FORWARD