

Search

Enfamil® PREMIUM™ Infant
has Omega-3 DHA to support healthy brain development.
Part of Enfamil Staged Formulas.



0-12 Months [» Learn More](#)

Home > Lehigh Valley News > Breaking News

Wegmans offering glass of wine

1 [2](#) [next](#) | [single page](#)



Christina Remaly, the Cafe Manager at Wegmans, demonstrates "Wine by the glass" on Thursday. (DENISE SANCHEZ, THE MORNING CALL / February 3, 2011)

Pilot program at Allentown store could expand to two others in Keystone State.

Retail Watch
Scanning the Storefronts
9:36 P.M. EST, FEBRUARY 5, 2011

[E-mail](#) [Print](#) [Share](#) [Text Size](#)

[Like](#) 52 people like this. Be the first of your friends.



I was having lunch with a few friends at the [Wegmans](#) in Allentown several months ago when somebody jokingly said it would be good to have the meal with some wine.

I guess the idea is on the minds of many diners now that the grocer has added a wine-by-the-glass feature at its Allentown store — one of the first in [Pennsylvania](#) with the service.

The wine pours from a glass and metal vending machine bookended by wine glasses in the dining area of the store.

Customers can purchase white and red wines with a prepay card at a cost of \$6 to \$10 for a 5-ounce glass. You can get a 2.5-ounce fill of wine for about half that price and a "sample" for \$1 to \$2. The Allentown machine is loaded with eight wines, including Hob Nob Chardonnay, Covey Run Riesling, Smoking Loon Pinot Grigio, Hob Nob Pinot Noir, Blackstone Merlot and Yellow Tail Cabernet.

[» Nazareth community updates delivered to your mobile phone.](#)
Text NAZARETH to 52270! Message and data rates apply.
Text STOP NAZARETH to quit, text HELP for info

MOBILE TEXT ALERTS

SPONSORED BY CEDAR CREST COLLEGE

FREE weather, breaking news, sports, business and more sent to your mobile phone!*

Sign me up for the following lists:



- DAILY WEATHER ALERTS
- BREAKING NEWS | DEALS
- EAST PENN | NAZARETH
- PARKLAND | SCHOOL
- SPORTS | BUSINESS
- ENTERTAINMENT

Enter Your Mobile Number (required):

*NOTE: Standard message and data rates apply.
[Click here for Frequently Asked Questions](#)

SCHOOL OF BUSINESS

LEARN MORE

Retail Watch



[Bio](#) | [E-mail](#) | [Recent columns](#)

52 **37** **0**
tweets
[Share](#) [retweet](#)

Topics

- [Bars and Clubs](#)
- [Restaurant and Catering Industry](#)
- [Wegmans Food Markets, Inc.](#)

[See more topics >](#)

ONE-DAY FANTASY FOOTBALL
Up to **\$20 FREE**
deposit bonus for new users

Send us a news tip
You can also email us at news@mcall.com.

Breaking news via RSS Get local weather by typing in any city, state or zip

ADS BY GOOGLE

Schwan's® Official Site
 Delicious Time Saving Meals. Great Tasting Meals starting at \$5+
Schwans.com

PA Italian Restaurant
 Delicious Pasta, Steaks & Seafood. Dine At Our Allentown Italian Cafe!
www.RomaPa.com

Safeway Weekly Ads
 Save Time and Money with Safeway Weekly Specials Online. Save Now!
Safeway.com/Weekly-Specials

Allentown is one of the "testing sites" for the wine-by-the-glass feature. It was not immediately known if the Wegmans in Lower Nazareth Township or Hanover Township, Northampton County, would get the machine. Company spokeswoman Jo Natale said other stores being eyed for the machines could be Downingtown, Chester County, and Warrington, Bucks County.

Wegmans sells wine through its restaurant liquor licenses, which also allows the grocer to sell six- and 12-pack beers.

Jeff Metzger, publisher of the food industry trade magazine Food World, said Wegmans' wine-by-the-glass feature is just another piece of the chain's effort to break the typical "supermarket" template.

He said Wegmans has been known for "innovating new ideas" in the grocery and food service industry.

Wegmans and other chains like Whole Foods are becoming strong contenders in dining as well as groceries. Wegmans already has its popular Market Café with dishes like sushi, pizza, steak and Thai food. The Allentown store is taking that a step further by adding signs suggesting wine-by-the-glass pairings, officials said.

What's next?

I suspect one day a local Wegmans could have "The Pub at Wegmans," the full-service bar at Wegmans in Collegeville, Montgomery County. The bar includes beer on tap, fancier libations

like martinis and a full food menu that includes appetizers like fried calamari and entrees like New York strip steak.

Is the Valley ready for that?

While Wegmans is reaching beyond for groceries, names like CVS, Walgreens and Rite Aid could be looking to chip away at its market share by adding more food to their shelves.

It's just another piece of the one-stop-shop idea for the pharmacies, which bolstered their electronics inventory and other gifts last Christmas.

The pharmacy chains are expanding groceries options, just like Dollar Tree, Target and Walmart. It should come as no surprise since the grocery marketplace is somewhat immune to the bad economy. That's if you consider that you can cut back on luxuries, but you always have to eat.

A recent New York Times story mentioned how chains like CVS and Walgreens are renovating some stores in the New York and Boston metro areas to house fresh and frozen groceries like sushi, vegetables and fruit.

Rite Aid, the Pennsylvania-based pharmacy that outnumbers all other such chains in the Lehigh Valley, has been steadily growing its grocery selections, said company spokesman Eric Harkreader.

The chain jumped into the seasonal fray with ingredients for Thanksgiving's staple green bean casserole in November and baked goods for Christmas.

"We're making a conscious effort to expand the selections and variety of grocery products, and that's done to ensure we are the go-to destination for the 'fill-up' trip," Harkreader said.

The "fill-up" trip means the stuff you didn't get in your weekly trip to the supermarket.

1 2 next | single page

JOIN Morning Call Rewards today! Earn points by playing games of chance, answering surveys, entering contests, and reading the newspaper!

ADS BY GOOGLE

George Calantoni and Sons
 Building since 1955 with projects in Forks and Bethlehem Townships
www.calantonihomes.com

Attend a festival
 North of the Bay area crab, mushrooms, whales & more...
www.VisitMendocino.com

Central Coast Tasting
 Wine tasting rooms and vineyards of the Edna Valley and San Luis Obispo
SanLuisObispoVacations.com



News on Twitter

GO



E-mail newsletters

Want to keep up to date on stories in the Lehigh Valley?
 Click here to sign up for Breaking News from The Morning Call.



E-mail Print

Digg Twitter Facebook Buy Photos Share

Comments (3)

Add / View comments | Discussion FAQ

wkrupa7586 at 11:48 AM February 07, 2011

It's about time PA make some positive moves to be where many other states have been for a long time. We do not need our union run PA State Stores, as it well past time to allow any and all food or convenience stores to start selling beer by the case and wine and liquor by the bottle. We don't need someone who claims to be a wine expert because they went through a two hour class on how to pair wine and smile while doing it, we can get enough smiles from the gal at the local grocers store.

david1206 at 6:38 AM February 07, 2011

Oh my God. Hide the children. WINE is actually for sale at Wegmans'

What's next. BEER in the cooler for sale by the can ?

ANDREW Siivovitz at 5:50 AM February 07, 2011

Pennsylvania, welcome to the 20th century.

Copyright © 2011, The Morning Call

Want to keep up to date on stories in the Lehigh Valley? Click here to sign up for Breaking News from The Morning Call.

IN CASE YOU MISSED IT...



REMEMBERING JENNA HIGGINS: Extraordinary woman, in life and after



PASSED OVER AGAIN: 5th year of disappointment for Reed family



WING BOWL 19: Philly's best eat wings, plus Wingettes and more



WHO WANTS WINE: Wegmans' new program offers glasses to customers



WATCH THE ADS! See all of the 2011 Super Bowl commercials

Special Sections

- Mayfair Book 2010
Community Guide 2010
Education Guide
Career Training
Readers Choice
NIE - Newspapers In Education
Public Notices
Education Is Important
Earth Day
Go Red for Women

Special Sections

- Contests
Bank On Us
How to Book
LVIP
H&G Directory
Travel Agent Guide
Bride & Groom
Outlook 2010
Call for Hope

Advertising

- Contact Advertising
Department
Jobs
Cars
Real Estate
Apartments
FSBO Homes For Sale
Place an Ad
Interactive Media Kit

Milestones

- Births
Obituaries
Engagements
Celebrations
Celebrations Form

Services

- No Paper?
Subscribe/Renew
Vacation Options
Order Back Issue
Purchase Photos
Purchase Reprints
Archives
Contact Us
Feedback

Resources

- Public Notices
RSS Feeds
History
PA Lottery
NJ Lottery
Grocery Coupons
OnlineCoupons
Internships



Privacy Policy | Terms of Service
Baltimore Sun | Chicago Tribune | Daily Press | Hartford Courant | Los Angeles Times | Orlando Sentinel | Sun Sentinel
The Morning Call
The Morning Call, 101 North Sixth Street, Allentown, PA 18101

A Tribune Newspaper website