BEFORE THE POUR

THE INDISPENSABLE 12-POINT CHECKLIST ON HOW TO START A WINE BAR THAT ACTUALLY MAKES MONEY.
Secondary data: Purchase or get free data that already exist for a different purpose. This type of data can include census data, industry data, and consumer data. The secondary data has to provide insight on specific geographic locations which could possibly be the home to your wine bar.

Primary data: If there isn’t enough relevant secondary data to get an idea of the best possible locations or you would like to narrow down the list, turn to primary data. Primary data would either be done by the business owner or can be contracted out to another business. When collecting primary data it is important to collect specific information and design the questions correctly. Primary data can be collected through surveys and focus groups.

**REMEMBER!** Market research can also include reaching out to people who already own wine bars!

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A strong business plan includes **plans for growth and accurate forecasts.**

The financial section of the business plan must be detailed and show strong and accurate forecasts so the lender will be able to properly gage the value of the business.

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1. Start with Market Research.

2. Picking a Location.

   When selecting a location, there are **3 very important factors** to think about:

   - A: Local laws
   - B: Closest competitors
   - C: Amount of foot traffic involving middle and upper class consumers.

3. A Strong Business Plan
4 Picking Your Alcoholic Beverage License

This process varies between states and counties, so make sure you double check with your local chamber of commerce, or other business entities to help you decide.

Some of the things you may need to consider when selecting the right license:

+ What will be served? Wine only?
+ Or will it be Beer + Food + Fine spirits?
+ Or a combination of these?

5 Purchasing Equipment

It's imperative that you have the correct storage and wine dispensing capabilities for the size of your business.

In addition, you must have the correct temperature control for the wine during storage and serving...

...because that can go bad, FAST!

6 How to Make Staffing Decisions

While you may not need a Sommelier on staff, you'll need bartenders (or servers) at least.

With The WineStation, you can reduce staffing needs and provide an excellent customer experience!

It preserves wines for up to 60 days, keeps wine at the correct temperature, and offers 3 precise pouring volumes.
It is important to focus on, and select, **the type and range of wines you would like your Wine bar to use as its core** with the opportunity for featured wines!

Examples of featured wine lists can include: all California wine, French wines, cabs, European wines, International selection, Fine wines, etc.

While featuring wines is important, **you’ll want to rotate your menu often, to keep consumer purchase behavior fresh and exciting.**

Ideally, you would keep top sellers on the menu at all times and rotate out other wines...

...and with the WineStation this couldn’t be an easier...as ALL of the wines will be preserved!

**Designing the Interior.**

Design the interior of the wine bar to form a unique atmosphere that will complement the wines you are offering, and how customers enjoy them.

**PLEASE CONSIDER:**
1. Seating type: restaurant, bar, patio, or lounge
2. Self-Service (WineStation) or Bartender
3. Point of Sale System

Some wine bars choose to offer other items that pair with wine, like cheese platters.

*Create a system to acquire what you will be offering,* whether it's contacting a local food vendor or purchasing from a local specialized market. Decide how the food will be served and make sure staff have right certification to handle food!
Let's Open For Business!

So, now that you have your ducks in order, it's high time to start inviting people to an event for the initial, or "soft" opening!

Benefits of a “Soft Open”:
1. Provides hands-on experience for employees & receive feedback.
2. Can make small changes after reviewing feedback.
3. You can reward these early supporters with future discounts.

Now, for the Grand Opening...

1. MAKE THE EVENT FUN and MARKET IT!
2. Can you offer special amenities like food trucks, or gift bags in conjunction with other local businesses? This is an easy way to get others to spread the word for you!

Once the wine bar is open, give adequate time before making major adjustments. Constant adjustments may cause staff to become confused and could lead to a business's loss of identity.

Don’t Stop Marketing

While it is important to market your wine bar before opening, it is incredibly important to KEEP marketing your winery after you open! Possible marketing efforts may include:

A: Social media marketing.
B: Marketing to local business parks.
C: Running time-sensitive promotions.

Now that you are off and running, you'll need to maintain proper level of service and keep up with industry standards and trends. You can rotate selection to offer customers a better experience.

Don't forget: You'll need to make adjustments to better serve the customer based on feedback AND sales reports.

Listen to the numbers.
SOLUTIONS FOR EVERY BUSINESS.

As a Silicon Valley based company rich in engineering expertise and aggressively in tune with insights from around the world... we don’t just set the bar, we continually raise it.

+ Eliminate heavy handed pouring and skimming with portion controls.
+ Reduce product spoilage and shrinkage with 60 day wine preservation.
+ Drive new revenues with on demand sampling and flights.
+ Showcase premium wines with LCD wine pairing notes.
+ Improve guest amenity and experience with on demand by the glass dispensing.

Our patented technology means a superior experience.

Napa Technology’s patented Clean-Pour Dispensing Head technology design, eliminates the need for messy internal tubing making the WineStation the most hygienic automated dispensing system in the world. The NSF approved Clean-Pour Dispensing head and BPA-free pick up tubes simply replace the cork, and since wine never passes through the system itself, there is no need for citric purging and the Clean-Pour Dispensing heads require little more than a warm water wash to maintain.