

Wine Spectator Club

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A NEWSLETTER EXCLUSIVELY FOR RETAILERS WHO SELL WINE SPECTATOR

A SHARPER EDGE

Dear Wine Merchant,

Welcome to the *Wine Spectator Club's* retail newsletter, a new service available exclusively to savvy wine merchants like you who sell *Wine Spectator*.

By joining the Club, you told us that you are interested in selling more wine.

And that is why we have created a complete marketing program to support members of the *Wine Spectator Club*. When you first joined the Club you received a handsome lucite magazine rack to display *Wine Spectator* at your store.

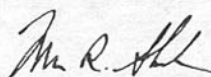
Last summer we added the *Wine Spectator Advance*—invaluable inside information—to give you an edge over the competition by providing you with ratings and tasting notes from each issue two weeks before it hits the newsstands. This allows you to stock up on the hottest wines before your competition picks up the phone to place an order. The *Advance* comes with a set of P.O.S. shelf talker cards which provide highlights from the *Wine Spectator's* *Buying Guide* and a reprint of the latest *Wine Spectator* cover for your window display.

We have been gratified by your enthusiastic response to our Direct Retail Program, and continue to look for new ways to help you sell more wine.

If you think you already know it all, then clearly, reading *Wine Spectator Club* is a waste of your time. But if you are the type of wine merchant who looks at each day as a new opportunity to challenge yourself and your staff to take the business to the next level, and if you believe there is no such thing as a sharp-enough edge, then this newsletter is for you.

Wine Spectator Club newsletter has been designed to educate and motivate in the ever-changing, competitive retail environment. Effective merchandising techniques learned from other industries and other wine retailers, targeted advertising strategies, cutting-edge product and trend information, selling tips, success stories and a special interactive forum for Club members will make the *Wine Spectator Club* newsletter an important and enjoyable reading experience.

Yours very truly,



Marvin R. Shanken
Editor & Publisher



THE LATEST IN GIFT BASKETS

What better way is there to gear up for the holiday gift-giving season than by offering your customers a selection of beautiful gift baskets?

Gift basket guru Tom Catanese, executive vice president of _____ says that

wine and spirit merchants who are doing the best gift-basket business are thinking big. He advises that you create a "celebrity gift basket" for the 1994 selling season.

Just what is a celebrity gift basket? Catanese explains it this way: "What would you send to Donald Trump, Prince Charles or Lady Di, for that matter?" As a consultant to clients such as Balducci's, Bloomingdale's, Disney World Co. and Neiman Marcus, which pamper their fair share of stars, Catanese speaks from experience.

Create a gift worth \$300, \$400 or \$500—perhaps a complete wine cellar or liquor bar, he suggests. This beautiful gift becomes a centerpiece to be displayed prominently in your store. By its very presence, Catanese says, "It raises the threshold for the customer. Where they may have spent only 30 or 40 bucks for a basket, perhaps now they'll spend \$50."

The problem that many retailers have is that they lack quantity and quality of gift items. He likens the experience to shopping for a suit only to find three on the rack in your size. Flip, flip, flip the hangers and you're done.

The key to a profitable gift-basket business, according to Catanese, is this: "Retailers must have enough price points for the customer to shop and they must have enough variety to hold their attention."

Catanese suggests pricing your gift baskets beginning at \$25 to \$30, and increasing your price points in \$5 to \$10 increments. For \$25 or \$30 you could assemble an assortment of half bottles, says Catanese, but he advises against trying to create baskets for less money. "You just can't do a basket today for less than \$25 except to do a one-bottle gift." However, you can show your

