

202.667.2000
www.blakedickson.com

Washington Wine Company



BUSINESS OVERVIEW: Washington Wine Company (WWC) will be a retail wine store in the District of Columbia holding a Class A liquor license. It is unique in that it focuses on carrying a set number of wines with excellent quality-price ratios, as opposed to the traditional model of carrying a deep inventory with revolving sale items. WWC will only carry the BEST wines at the BEST prices. It also offers a unique and exciting shopping experience with an interior design scheme creating an IKEA-like packed storehouse experience. This self-serve model requires fewer fixtures and lower labor costs, keeping prices low. The “wine warehouse” concept has been successfully implemented throughout the West Coast, most notably in Los Angeles (*LA Wine Company*), San Francisco (*The Wine Club*) and San Diego (*San Diego Wine Company*) which serves as a model for WWC.

RETAIL PIZZAZZ: *Jennifer Kaplan, Owner*, has more than two decades of marketing and management experience. She has held senior management positions in a variety of large and small companies including Lifetime Television, Simon & Schuster and CONDÉ NAST Publications, where she marketed *Gourmet* and, *Bon Appetit* Magazines.

Tom Kowalski, Consultant, has been a leader in the wine industry since 1968, as a wine buyer, wine merchandiser, author, lecturer, wine course instructor, marketing director and retail store owner. He was President of Famous Marketing Company, providing advertising and marketing services to retail liquor and wine stores. Tom is the former owner of the *Los Angeles Wine Company* and *The San Diego wine Company*.

TARGETED KEY MARKET FACTORS:

Washington Wine Company favors Upper Northwest, Washington, DC as an ideal market on two fronts: restrictive Maryland liquor laws and local demographics.

Wine consumption in America reached new heights in 2006 as a growing number of adult consumers drank more wine than ever before. Wine's positive image, its extensive media exposure with scores of stories about the potential health benefits of moderate wine consumption, and the widening distribution of a vast range of appealing wines has broadened the consumer base. Wine has gained "share of mind" with mainstream media exposure.

"Not only are more Americans enjoying wine than ever before, but they are enjoying higher-priced wine," said **Barbara Insel, Managing Director of MKF Research** in St. Helena. *"Currently, the heart of the U.S. wine market is wine priced between \$8 and \$15, with rapidly growing sales of wine above \$15. Restaurants and retailers have found that wine is a magnet for consumers, signaling a quality experience."*

Restrictive Maryland Liquor Laws: The fact that Upper Northwest, Washington, DC borders Montgomery County, Maryland makes it an ideal location for a wine store. Montgomery County, lying less than five miles away, is home to an affluent, well-educated population



TARGETED SPACE REQUIREMENTS:

Washington Wine Company is seeking 2,000 to 2,500 SF with parking necessary.



BLAKE DICKSON
Real Estate Services
Alan Zich
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TENANT REPRESENTATION