

Vin de Pays



***“Anyone can find a
great \$30.00 bottle of wine.
The art is in finding that
great \$10.00 bottle.”***

374 Maria Avenue - Saint Paul, Minnesota 55106

Vin de Pays



BUSINESS OVERVIEW

Vin de Pays is the kind of wine shop you would walk into in Soho, Chicago's Gold Coast, San Francisco's Knob Hill or Beverly Hills. An ultra trendy, shabby chic shop specializing in rare, authentic, hand made wines that you just don't find in your local liquor store. The difference is, those shops found in these iconic neighborhoods are spendy, and you would be lucky to find a bottle of wine under \$50.00.

That's where Vin de Pays is different. Oh, you'll still find all those trendy cool wines, but you'd be lucky to find a bottle over \$20.00.

Located in an historic Victorian building built in 1885, in the equally historic Dayton's Bluff district of Saint Paul, Vin de Pays will cater to the most discriminating and adventurous palate on a pauper's budget.

Vin de Pays is French for "Country Wines", and will concentrate on the great, undiscovered '*local wines*' of France, Italy, Germany and Spain. You will also see spotlights on many of this country's lesser known wine districts like Michigan and New York.

AHEAD OF THE PACK

- 1) **GAMEPLAN:** In a market full of liquor stores carrying the same old boring products, Vin de Pays will be a breath of fresh air. There is a great need for a store that concentrates on the everyday wine drinker who wants something different & affordable.
- 2) **EDUCATION:** Vin de Pays will do weekly tastings to educate consumers, release informative weekly and monthly newsletters as well as utilize Social Media to alert their customers on limited production specials, one shot deals and spotlights.
- 3) **PRICING:** Vin de Pays will be concentrating on the biggest category in the fine wine business, the under \$20.00 category. With 50% of the inventory in the \$10.00 range. Pricing that won't intimidate the customer when they walk in the door and realize they can afford every single bottle of wine in the store.
- 4) **INVENTORY:** The inventory will be largely Euro-centric. This is where the greatest values are. These are the wines you drink while visiting Europe, thinking you can never get them in this country. Well, you can.
- 5) **BEER:** Vin de Pays will carry a unique selection of local and old world beers. Specializing in the rarest beers from Bavaria and Belgium as well as the ultra rare local beers rarely found in liquor stores.
- 6) **DECOR:** A 100 year old antique wine bar will be the centerpiece with unique wine racks that will accent every wine display. The walls will be plastered with Vintage French & Italian Wine Posters.
- 7) **PRESTIGE:** Owner Thomas Keim has over 40 years experience in the fine wine business, having overseen some of the finest wine programs in the country. The shop will have immediate cache.