



PROJECT: VENETO RETAILER ANALYSIS

GOALS:

- To learn how to think more carefully and critically when shopping at a wine store.
- To discover the range of offerings from prices to regions to styles.

INSTRUCTIONS:

Pick a local independent wine shop or liquor store, not a mega-store. Look for these areas of the Veneto. Keep in mind that most retailers will not carry all of these:

**Bardolino | Lugana | Bianco di Custoza | Soave | Soave Classico | Gambellara
Colli Berici | Breganze | Valpolicella | Valpolicella Classico | Ripasso | Amarone**

NAME _____

NAME OF STORE _____

DATE VISITED _____

1. How many different selections from Veneto are in the store (including Prosecco)? *(total count)*

- How many are Prosecco? _____
- How many are whites? _____
- How many are reds? _____
- How many Soave vs. Soave Classico? _____
- How many Valpolicella vs. Ripasso vs. Amarone? _____
- How many that are not the "big 3" (*Prosecco, Valpolicellas, Soaves*)? _____

2. What is the lowest price wine in the Veneto sections? *(Name of wine and price)*

3. What is the highest price wine in the Veneto sections? *(Name of wine and price)*



5. What is your impression on how they are presenting their wines, and the store in general?

• Do they offer information about the Veneto wines via shelf talkers? _____

• Do the shelf talkers look to be from the store, or from the winery/supplier? _____

• Did anyone from the store offer help, ask questions, or give advice? _____

• If they asked what you were doing, were they curious or circumspect? _____

6. Name one wine that intrigues you & why (*label design, shelf talker, employee description, etc.*)

7. **BONUS:** Does the store carry grappa? If so, how many different selections? _____
