

WINE NOT  
INTERNATIONAL INC.

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HEADQUARTERS: ONTARIO, CANADA

SPECIALTY: WINE

GRANT CATS, PRESIDENT: "YOU  
DON'T HAVE TO BE RICH TO  
ENJOY WINE."

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# Wine Country

Wine Not is bringing the full wine-making experience to the customer. The company says the entertainment aspect of its wineries draws customers of a range of ages. **BY HANNA ARONOVICH**

**THE TYPICAL CUSTOMER WHO IS INTERESTED IN BUYING WINE** – either by the bottle, case or flight – is not as easily classified as in previous years. “Years ago, the typical purchaser of wine was in his or her 40s to 60s,” Grant Cats says. “But now, younger people, in their mid-20s and up, are excited about wine. They love wine tastings. They can buy by the bottle or by the caselot. You don’t have to be rich to enjoy wine. Young people are moving away from beer and getting interested in wine – and we think that’s great.”

The president of Wine Not International Inc. says purchasing and drinking wine has a greater entertainment aspect than in the past. The social aspects of pubs and specialty coffee shops now are found in wine stores. “There are more wine tasting, wine events and people coming into wine stores in the evening,” Cats continues. “The volume of wine consumed in the United States has gone up. Consumption of table wine alone last year was up by 2 million gallons. The U.S. is the third-biggest consumer of wine in the world.”

These trends are good news for Wine Not. The Ontario, Canada-based company is a franchised winery and retail system breaking into an emerging market. With eight locations, Wine Not offers consumers access to more than 40 varieties of wine that are all fermented on site. Certified wine consultants guide customers through the wine-making process. Cats says customers are encouraged to sample various types of wine in the lounge and tasting areas. Customers can create their own wines and put their own customized label on the bottle.

Wines are available by the bottle, case or flight. “With our wine flights, customers can select three reds or three whites,” Cats explains. “They can bottle their own vintage in the store, which is a 30 percent savings if they bottle it themselves. It comes back to more than just value, but entertainment value.”

Because of the entertainment aspect of Wine Not stores, franchisees more frequently are opening locations in high-traffic malls, Cats notes. Outdoor patios allow customers to sit and enjoy their wine, and some Wine Not stores also offer light