

# BOTTLEROCKET

## RETOOLING THE WINE BUYING EXPERIENCE

**New York, NY** — Wine newbies and purple-stained-teeth people alike will gravitate to Bottlerocket, an innovative wine shop now open in New York's Flatiron district. Consumer-friendly is the M.O. The shop explodes traditional retail display principles by organizing the handpicked selection of 365 wines into themes.

Ordering take-out tonight? Make a bee-line to the oversized Chinese food container, perched on top of a display island, and check out the tightly edited selection of wines chosen for their compatibility with local take-out foods (menus can also be picked up here).

Looking for a standout gift? One of fifteen patent-pending thematic displays proposes gift picks in a wide price range. Four sides of the display range from "Someone You Barely Know" to "The Boss." Each of these categories offers 5 different wines from around the world. Not sure what to serve with the lamb dish you're cooking this Sunday? "Meat" offers a flight of wines, each picked to pair with different meats, to help customers narrow their choices and find a match.

"Think of me as a consumer advocate," says Tom Geniesse, Bottlerocket's enthusiastic founder. "In the course of learning about wine myself, I found shopping for wine to be frustrating. The ubiquitous and overwhelming wall of wine in every store, the inherent complexity of wine itself, the hodge-podge of numbered rating systems, confusing wine labels—I figured there had to be a better way."

Bottlerocket presents wine as an easygoing pleasure. The back of the handsome 2,500 square foot space has a lounge and a stocked library of wine, food and cooking books. Every bottle has an informative print-out displayed alongside, giving customers vital facts, tasting notes and ratings. At check out, customers automatically get this information to go.

And of course, for customers who depend on the wine world's traditional Dewey Decimal system of finding wine by country of origin, the complete inventory is on one wall.

"I want to increase people's knowledge about wine painlessly," Mr. Geniesse proclaims. "Buying wine should be as fun as drinking it." But that doesn't have to mean dumbing it down. By presenting the wine selection contextually—that is, based on how or where it will be consumed—the fear factor disappears. Bottlerocket wants buyers to learn as they shop. With increased knowledge and confidence, pleasure grows.

Since opening in 2006, Bottlerocket has risen to Zagat guide's #2 favorite in NYC. The store's event series has included personalities and authors such as Danny Meyer, Amy Sedaris, Christine Vachon, Jancis Robinson, Tim Weiner, Kiki & Herb and Jay McInerney. Dr. Ruth came to dispense sex tips for a Valentine's Day wine tasting. Sometimes cheeky, often unexpected, Bottlerocket's regularly scheduled events and classes emphasize conviviality and fun as much as education.

The spirit of the store is decidedly next generation; environmentally friendly "green" materials were used in the design, a children's play area invites parents to linger, a water bowl and biscuits are set out for visiting dogs, and staff training clearly emphasizes celebration not intimidation. A private event team will help you host a wine tasting in the loft-like store or at your home or office. The extensive gift program proposes ideas for every palate and budget.

Bottlerocket seeks to empower the wine consumer, one bottle at a time.

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## **Tom Geniesse, Bottlerocket founder**

Born and reared in New York City, Tom Geniesse moved to Los Angeles to pursue a career in the television business, working on the development or production of network and cable series and movies, including NBC's award-winning "Homicide." In his ten years at Reeves Entertainment ("Homicide"), Vin Di Bona Productions (ABC's "America's Funniest Home Videos") and Arnold Shapiro Productions (CBS's "Rescue 911"), Tom's primary responsibilities were to create, package, sell, cast, staff and oversee the production of new television projects.

In 1996, Tom followed his entrepreneurial spirit to start a new venture. His idea was to take the best professors from the greatest universities in the world and make their instruction available via the Internet to students anywhere in the world.

With his childhood friend, Alec Hudnut, Tom co-founded Quisic in his garage. Quisic raised significant venture capital from blue chip investors to focus on business education at every level. In partnership with PBS, undergraduate courses were broadcast to millions of homes produced with leading professors from Harvard Business School, University of Chicago, UCLA, and London Business School, among others. The company produced unique graduate level programs with Dartmouth's Tuck School of Business and USC's Marshall School of Business. Serving the Fortune 500, Quisic created corporate training programs for customers such as United Airlines, Cisco, Lexus and Citibank.

As co-founder and chairman of Quisic, Tom's primary responsibilities included strategy, company culture, brand development and the hunt for significant new business opportunities through development, partnerships and acquisitions.

Tom's newest venture is Bottlerocket Wine & Spirit, an innovative retail wine concept designed to make wine less intimidating by making the customer's shopping experience more fun and intuitive.

Tom serves on the board of directors of Fountain House, a large New York non-profit that helps its members recover from major mental illness, and is a trustee of Chelsea Day School, a truly special nursery school founded and run by Jean Rosenberg.

Tom lives in Manhattan with his wife and three young children.

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## Fact Sheet

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Smoke, Bob Moses & Warren Elwin  
Make, Scott Lundberg, Scot Spratford

**About Us**

Bottlerocket Wine & Spirit is the most user-friendly wine shop in New York.

The 2009 Zagat guide rated Bottlerocket #2 overall. Located in the Flatiron/Chelsea area, the store makes shopping for wine intuitive, presenting its inventory by theme. Its 365 wines are also organized by country.

Opened in 2006, Bottlerocket incorporates environmentally-friendly "green" materials into its design, provides a wine and cooking bookstore, a children's play area, and offers numerous educational opportunities for its customers.