

The Eastern Insider

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Brave New Wine World

Old-school New York City wine shops with jumbled selections, cramped quarters, and grouchy service may soon be out of business. There's a new generation of sleekly designed stores that are popping up all around the Big Apple, offering affordable boutique bottles and friendly advice.

Proving sommeliers really do know a thing or two about grapes, wine guru Guy Goldstein of restaurant Nice Matin has opened elegant **CELLAR 72** on the Upper East Side, complete with a private tasting room. A glass floor lets patrons view such treasures as a 1927 Cheval Blanc in the basement cellar.

Another sommelier, Jean Luc Le Dû, formerly of Restaurant Daniel, now presides over spacious **LE DÛ'S WINES** in the West Village. He carries a range of eclectic wines, from a \$9 Hofer Grüner Veltliner to an \$80 2003 Gevrey-Chambertin "Les Champeaux."

Some shops encourage good eating along with that wine purchase. At **VINOVINO** in TriBeCa, guests can choose to sip and sup on one side of the shop or amble over to the other side to browse the selection of primarily estate-bottled wines (look for finds like a \$6 Pic de Palo 2005

Viognier from Mendoza, Argentina).

Shopping takes a more playful approach at **BOTTLEROCKET WINE & SPIRIT** in the Flatiron District, with cleverly named categories that offer bottles by theme, such as wines for takeout dinners, as well as organic and biodynamic choices.

SEPTEMBER WINES & SPIRITS, on the Lower East Side, offers wine pairings for menus from local restaurants. The other draw? Sections devoted to women winemakers and wines from unconventional regions, including a Villa Bari Brazilian Merlot.

HARLEM VINTAGE—the first shop of its kind in this revitalized neighborhood—offers a small but impressive "Winemakers of Color" collection specializing in ethnic producers, including Vision Cellars and Robledo Family Winery. —Alia Akkam ►

ADDRESS BOOK

Where to try and buy wine in New York

BOTTLEROCKET WINE & SPIRIT
5 West 19th Street
212-929-2323; bottlerocketwine.com

CELLAR 72
1355 Second Avenue
212-639-9463; cellar72.com

HARLEM VINTAGE
2235 Frederick Douglass Boulevard
212-866-9463; harlemvintage.com

LE DÛ'S WINES
600 Washington Street
212-924-6999; leduwines.com

SEPTEMBER WINES & SPIRITS
100 Stanton Street
212-388-0770; septemberwines.com

VINOVINO
211 West Broadway
212-925-8510; vinovino.net