

## **Bottlerocket Wine & Spirit**

*5 W. 19th St., nr. Fifth Ave.; 212-929-2323 or  
[bottlerocketwine.com](http://bottlerocketwine.com)*

If Romper Room carried wine, it would look like this. The philosophy is wine buying made **fun and easy**—all 350-or-so choices are arranged by country along one wall, then redistributed in central kiosks as partners for food (chicken to takeout) or by style or value (cheap to cheapest). Bottles start at \$6, but if you ask for the most rewarding wine for the price, you may walk out with a Ridge Three Valleys Zinfandel blend with big, jammy, round-and-ripe flavor for all of \$22.

