

# The New York Times

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## Wine Sellers So Helpful They Welcome Children

Two specialized and selective wine shops have opened their doors in the Flatiron district.

Bottlerocket Wine & Spirit, 5 West 19th Street, takes user-friendliness to the extreme. Tom Geniesse, who came to wine retailing from the Internet,



Hiroko Masuike for The New York Times

stocks only 365 wines, many of them from small producers, along one wall. But he has set up displays in the center of the bright store on 18 clever kiosks with themes like value, organic, for take-out food, for meat, gift-giving and so forth.

Recipes to go with some of the wines and printouts with information on each are also provided: (212) 929-2323.

Greg Moore, a former sommelier at Le Bec-Fin in Philadelphia and an owner of Moore Brothers Wine Company, 33 East 20th Street, sells only wines from small estates in France, Germany and Italy.

"I don't buy wines according to ratings, but only from winemakers I know and trust," Mr. Moore said. "I make sure the wines are shipped and stored properly, at 56 degrees Fahrenheit."

Not only that, but the entire store, which will open on Friday, is kept cave-cool. There is a second floor for classes and tastings. This is the third Moore Brothers store, with others in Pennsauken, N.J., and Wilmington, Del.: (866) 986-6673.

Both of these new stores have children's play areas.