

ZAGAT®

New York City Gourmet Shopping & Entertaining 2008

☑ Bottlerocket Wine & Spirit *Wine/Liquor*

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Flatiron | 5 W. 19th St. (bet. 5th & 6th Aves.) | 1 to 18th St. |
212-929-2323 | www.bottlerocketwine.com

An "innovator" among vintners, this Flatiron shop gets an "A+ in creativity" for the "eye-catching" themed displays for its 365 labels, with such categories as 'takeout' and 'gifts', that are a "godsend" for novices and "fun for the initiated"; "printed descriptions" for each bottle and a "friendly" staff help "make shopping unintimidating and enjoyable" at this "terrific addition to the winescape of Manhattan."