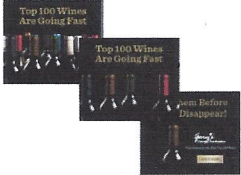


The Gary's Experience - A 360° Wine Experience


There's a special energy at Gary's. It's a vibrant destination. There's always something happening at the stores, so the customer comes to shop for products, but also to enjoy: the uplifting ambience of the store, conversations about wine with staff, and events that happen weekly. They feel at home when they walk in the store. They can taste new wines or cheeses, socialize with staff or other customers at the Tasting Bar, and learn something new about wines or spirits. A trip to Gary's is an adventure. The customer's eyes and senses are stimulated with dynamic wine displays and seasonal arrangements that create a connection to holidays and celebrations. The store keeps the customer in touch with what's happening in the world of wine & spirits. The Tasting Bar offers a constant opportunity to engage with the products and staff as part of a personal wine discovery experience. Just as Starbucks customers are not just coming in to buy coffee, Gary's customers aren't just coming to shop for wine. Gary's is a hub that links them to all the elements of life's memorable moments. Gary's is an immersive wine experience - an experiential destination where customers connect with wine & spirits across many dimensions. \

Gary's Wine & Marketplace - Marketing Activities


Wine Spectator Online




Email Marketing




Website Redesign




Google AdWords




Newspaper Ads




Television




In-Store Signage



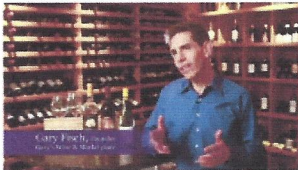
Father's Day Test




4th of July Test




Wine Deals Test




Newsletter




Tasting/Events




Personal Wine Advisor




Thanksgiving




Holiday Parties



Holiday Meal



Holiday Gifts



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Atmosphere:

- Light, Bright, Soft/Warm Lighting
- Clean, Organized, Airy, Contemporary
- Relaxed atmosphere, Welcoming and Warm
- Feel Good Music – Upbeat, Old Favorites & Contemporary Hits
- Dynamic Displays of New Types of Wines & Seasonal Wine/Spirits Offerings
- Interesting Displays of Seasonal Merchandise – Gifts, Accessories, Food Products

The Personal Touch:

- There is a "Gary," an active personality who stands behind the merchandise, is in the store, actively interacts with customers and staff, and is heavily involved in choosing the wines, spirits & beer for the store.

Events:

- Celebrity Tasting Events – Celebrity Chefs, Former NFL players, TV personalities
- Gary hosted Tastings with Industry Experts – Esteemed Vintners, Vineyard Owners
- Weekly Beer and Wine Tastings hosted by Staff
- Occasional TV and Video filmings with Gary

Experiential/Sensory:

- Cheese Samples
- Weekly Beer, Wine, Spirits Tastings hosted by Staff
- 24/7 Wine Bar where you can sample up to 4 Wines anytime
 - Social Opportunity to Converse about Wine with Staff and other Customers
- Learn something new and discover a new favorite wine
- Expert Personal Wine Advisor Service, as well as Casual Conversations with Staff about Wines/Spirits
- Videos Can be Filming
- Off-Site Events – Annual Grand Tasting Event

Selection – Depth & Breadth:

- Huge Selection of Major Brands, Top 100 Wines, Specialty Products, Artisanal Offerings

Great Value:

- Great Deals at Gary's

Credibility/Industry Klout – Major Player:

- Access to Specialty Wines other Merchants don't have – Obscure Wines & Specialty Products
- Futures Options
- Professional, but not Pretentious ... You're Dealing with a Major Player but as an Insider