

INDEPENDENT WINE RETAILER OF THE YEAR



No 2 POUND STREET

2poundstreet.com

Neil Irvine and James Grant turned their backs on a high-paced London restaurant to open No 2 Pound Street. Working life is far from leisurely though, as the team manages a network of contacts across Europe's wine-producing nations to deliver a range to their customers that it would be difficult to find anywhere else. The shop focuses on hand-selling in-store and has incorporated QR technology on to bottle neck-labels to allow customers to share reviews on its website. No 2 Pound Street also has its own wine school offering consumers insight into major wine-producing nations and grape varieties.



OXFORD WINE CO

oxfordwine.co.uk

Oxford Wine has extended its footprint across the Cotswolds with new openings, taking its immaculately-presented retail concept to whole new groups of consumers. The shops cover everything from specialist top-end, Old World, fine buying, to wines sourced first-hand from yet-to-emerge New World regions. They are all presented with clarity in-store, a varied programme of customer events and experienced plus highly-qualified staff prepared to take the time to talk customers through their selections. It's a retail environment that manages to combine the best bits of a traditional wine merchant with a contemporary, accessible feel.



VAGABOND WINE

vagabondwines.co.uk

Stephen Pound's modern wine shop in London's Fulham district has taken the growing trend for sampling machines to a new level. Using custom-made samplers, it has 100 of its wines available for customers to taste at any time, accounting for the vast majority of the store's range. This has been kept deliberately tight after research among potential customers indicated that they found the wide range of options in many wine shops too confusing. Each wine in the machine comes with take-away tasting notes and a range of where it came from, while wine is merchandised in sections according to easy-to-understand flavour profiles.