

MONEYMAKERS

Product facts, updates, and ideas to help increase sales.

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Volume 3

ARE YOU SELLING WINE RACKS TO LIQUOR STORES

Napa has the largest and best selection of wine racks in the industry. We have over 50 styles, with more on the way.

Last fall ABC Liquor, a large chain of liquor stores in Florida, ordered two containers of wine racks (over 1200 pieces). They picked twelve styles, ranging from a two bottle carrier to our 25 bottle Classic.

ABC just came back to us and said the racks “flew off the shelf”. This year they are going to order three containers!

Liquor stores can sell wine racks. If you are talking to a big chain, please get in touch with me so we can walk you through the details on direct import of containers.

David McKinney

