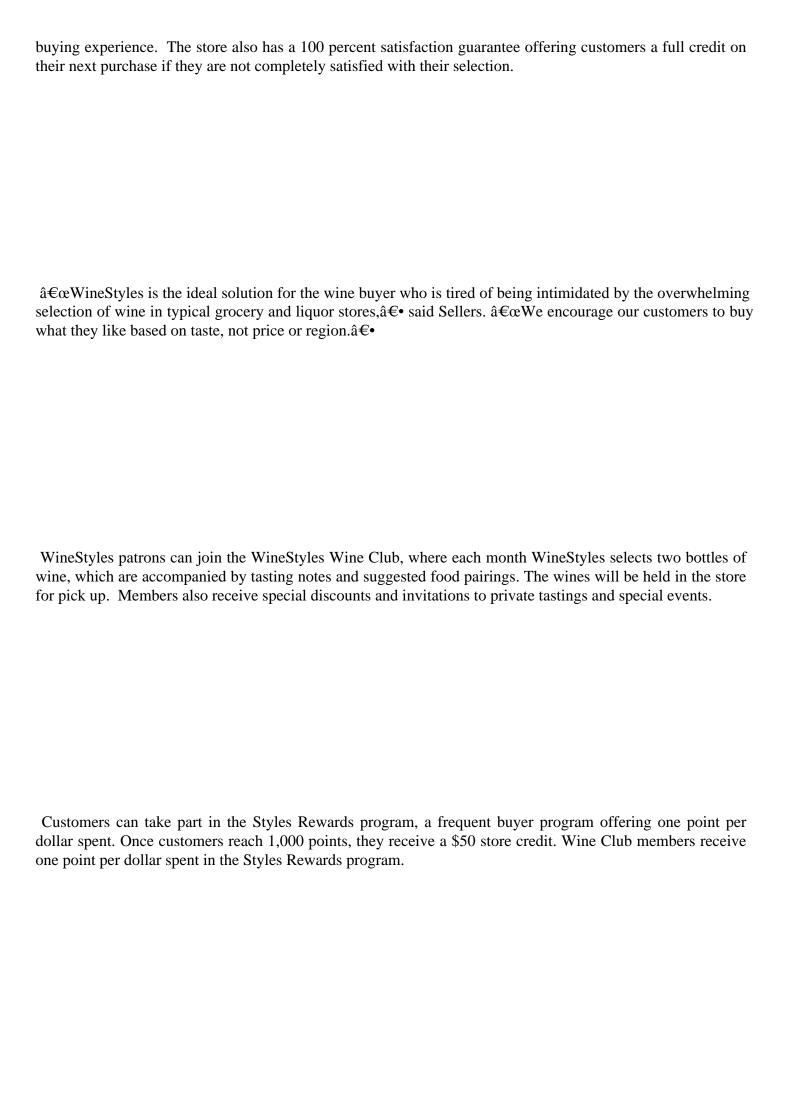
Winestyles opens new store in Redmond by Bend_Weekly_News_Sources REDMOND, Ore. â€" WineStyles, a national franchise demystifying the wine shopping experience, announced the opening of a new store in Redmond, OR at 222 NW 7th Street, Suite #5, located upstairs in Dawson Station on the corner of 7th & Birch. WineStyles organizes its wine by color and style, instead of by varietals and region, simplifying the wine buying experience for consumers with most wines priced at or below \$25 per bottle. Designed to transport customers into an old-world wine cellar, WineStyles is a unique concept that allows customers to choose wines based on their individual style preferences such as crisp, silky, rich and bubbly or fruity, mellow, bold and nectar. Picked by wine connoisseurs, each WineStyles store features over 150 world-class wines from unique labels, many unique to WineStyles, and hard-to-find wines from small and large vineyards around the world. "At WineStyles, we've taken the guesswork out of buying wine,― said Margie Sellers, Redmond WineStyles owner. "Whether you're a novice or wine enthusiast, we can help you find the perfect bottle for any occasion.―

Each wine category is showcased in uniquely designed alcoves merchandised by style and accompanied by a description listing the wineâ€TMs characteristics, flavors and suggested food pairings. Moreover, WineStyles employees are always available to answer any questions to customize each individualâ€TMs wine



WineStyles also sells a variety of accessories including customizable gift baskets and many wine-related items, several exclusive to WineStyles including private label chocolates and coffee created to match its eight Style categories.
The WineStyles Redmond location is open from 11 a.m. to 8 p.m. Monday through Saturday (summer until 9 p.m.) and on Sunday from 11 a.m. to 3 p.m. (summer until 5 p.m.). They may be reached at 541.526.0489, or by visiting www.winestyles.net/redmond.
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