

## Winestyles opens new store in Redmond

by Bend\_Weekly\_News\_Sources

REDMOND, Ore. — 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 wine’s characteristics, flavors and suggested food pairings. Moreover, WineStyles employees are always available to answer any questions to customize each individual’s wine

buying experience. The store also has a 100 percent satisfaction guarantee offering customers a full credit on their next purchase if they are not completely satisfied with their selection.

“WineStyles is the ideal solution for the wine buyer who is tired of being intimidated by the overwhelming selection of wine in typical grocery and liquor stores,” said Sellers. “We encourage our customers to buy what they like based on taste, not price or region.”

WineStyles patrons can join the WineStyles Wine Club, where each month WineStyles selects two bottles of wine, which are accompanied by tasting notes and suggested food pairings. The wines will be held in the store for pick up. Members also receive special discounts and invitations to private tastings and special events.

Customers can take part in the Styles Rewards program, a frequent buyer program offering one point per dollar spent. Once customers reach 1,000 points, they receive a \$50 store credit. Wine Club members receive one point per dollar spent in the Styles Rewards program.

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](http://www.winestyles.net/redmond).

*Winestyles opens new store in Redmond by Bend\_Weekly\_News\_Sources*