



The Wine Nook™ Story

WHAT GAVE YOU THE IDEA TO CREATE THE WINE NOOK?

CINDY: I was looking for a good way to serve larger quantities of wine for my gallery events. I had just tried boxed wine for the first time and found some that were quite tasty. I didn't like, however, the cardboard box sitting on the countertop. There needed to be a classier way to serve boxed wine, a way that would combine quality and functionality.

MICHAEL: Cindy approached me one morning, absolutely glowing, with a fantastic idea she wanted me to help design. Once she told me her idea, her excitement was contagious, and I couldn't wait to get started!

HOW MANY PROTOTYPES DID YOU GO THROUGH BEFORE YOU HAD THE CURRENT DESIGN?

MICHAEL: I ended up making 5 different prototypes in varying dimensions and refined the hand-forged steel base design twice. We thoroughly tested the function of each design and made slight modifications before arriving at the Wine Nook that we patented and have produced for sale now.

THE NOOKS ARE MADE OF PINE; WHY WAS THIS CHOSEN AS YOUR MATERIAL?

MICHAEL: Pine was definitely the best choice for this design. Other hardwoods could suffice, but we preferred the portability that a lightweight wood like

pine would provide. Additionally, we fell in love with the beautiful character and deep grain patterns that pine has when finished with a rich stain, like the ones we chose for the Wine Nook.

HOW LONG DOES IT TAKE TO MAKE A BOX FROM START TO FINISH?

MICHAEL: It is a lengthy process, to say the least. Each Original Wine Nook is hand assembled, hand-distressed and hand-finished. There are 13 components that make up the Nook. Because Wine Nooks are handcrafted, **no two are alike**, adding to the quality and character of this conversation piece.

WHAT HAS BEEN THE RECEPTION SO FAR REGARDING THE BOXES?

CINDY: The Wine Nooks really have the "wow" factor with people. Right when they see it, they have an "a-ha" moment, and remark on its clever design and simplicity. People love the ease of use, and that the scroll feet eliminates the need to drag the box to the edge of your counter to fill your glass. When you're finished serving, it stores perfectly between your counter and wall cabinets. Each Original Wine Nook comes with chalk, an ice pack and a fillable bag. The chalk is to write a beverage name on the Nook. The ice pack is to keep your libation perfectly chilled during a party, gathering, or event. Simply chill the wine or cocktail

first then add your ice pack to keep it cool for hours. The fillable bag allows you to use your own bottled wine, a homemade sangria or other beverage of your choice.

HAVE YOU HAD ANY SUGGESTIONS FROM FRIENDS OR FAMILY ABOUT THE BOX DESIGN?

CINDY: The main suggestion we hear is a desire for color options. So, now the Original Wine Nook is available in a satin finished **Light Maple** and **Dark Walnut**. Our new contemporary Little Nook is available in the timeless colors of **Black**, **Red** or **White**. This allows the choice to use the lighter Nooks for white wine, and the darker Nooks for red wine. They really are perfect for parties and events!

HOW DO YOU REACH POTENTIAL BOX WINE USERS?

CINDY: We connect with our customers on social media to educate them about boxed wine and to create awareness of the potential boxed wine has for the *entire* wine community. Boxed wine is far more ecofriendly than their bottled counterparts. As a result, modern day boxed wines are not only more respected than they were in the past, new boxed wines are becoming more readily available. We've even found boxed olive oils and boxed liquor, all of which fit in our Wine Nooks and Little Nooks!

WHERE DO CUSTOMERS FIND A WINE NOOK?

CINDY: We are currently selling the Wine Nook online at WineNook.net, Amazon and in retail locations across the United States and Canada. So, class it up, put it in a Nook! Elevate your boxed wine experience!

CONNECT WITH US!

Wine Nook Office (423) 480-0215

WineNook.net

Instagram: @winenook

Twitter: @winenook1

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