



Built like an old-world wine cellar, WineStyles is a national franchise demystifying the wine shopping experience. Catering to the overwhelmed wine drinker, WineStyles makes it simple and easy to find the perfect bottle.

WineStyles allows consumers to choose wines based on their individual styles such as crisp, silky, mellow and bold. Designed to simplify wine buying, wines are showcased in unique alcoves merchandised by style and accompanied by a description listing the wine's characteristics, flavors and suggested food pairings.

Site Selection Criteria

- Site Demographics:** 50,000 or more population within a 3-mile radius
Target Household Income \$60,000 +
Traffic count 20,000 AADT
- Site Characteristics:** Easy vehicular or pedestrian access
20 ft. minimum frontage
Corner or end-cap location or position facing the street with absolute minimal impairment to visibility preferred
Exclusive patio with 15-30 seats desirable
- Space Requirements:** +/- 1,500 – 1,800 square feet
12 foot ceiling
200 amp/220v electrical service available to premise
- Lease Requirements:** 5-year base term with two 5-year options
- Co-Tenancy:** Starbucks, Target, Panera Bread, Barnes & Noble
- Representation Area:** Cook, Lake, McHenry, DuPage, Will and Kane Counties
- Construction Period:** 60 days from vanilla box
- Current Locations:** 25 Stores in Illinois; 140 Stores open nationwide with 40 More planned openings
- Actively Seeking Sites in the following Markets:** Franchisee Driven



Ranked #1 in category 2007 and 2008

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- Franchise 500 Listing - 2007
- February 2007 Issue: Ranked the 97th fastest growing franchise overall!
- Named one of Entrepreneur Magazines "Top 50 New Franchises" in 2006

Voted "Hot Retailer of the Year 2007" by the ICSC



WineStyles

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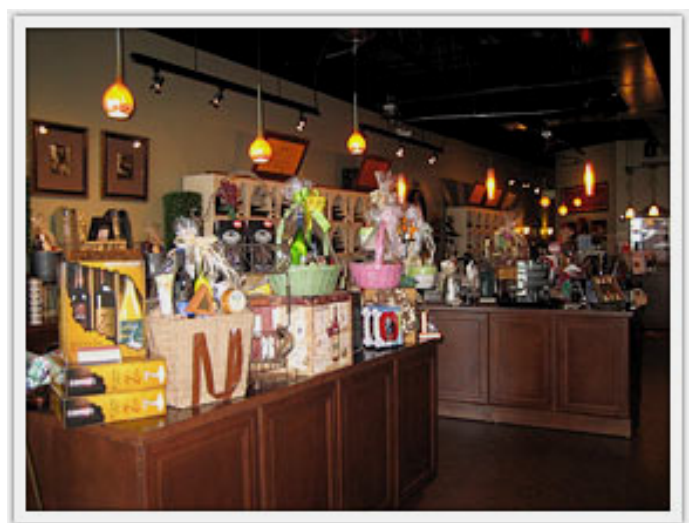


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