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LOCAL WINE DISTRIBUTOR SAYS “LET US BRING OUR WINES TO YOU”

(Calverton, NY) Grapes & Greens, a wine distributor located in Calverton, New York, is giving customers the opportunity to sample any wine in their wine portfolio without ever leaving their store or restaurant. The Grapes & Greens Mobile Wine Cellar, stocked with wines available through Grapes & Greens, has been visiting restaurants and wine shops to give them an opportunity at finding wines that best suit their needs.

The Grapes & Greens Mobile Wine Cellar is temperature controlled and contains custom shelving that holds wines at the optimal temperature for tasting. During a visit from the Mobile Wine Cellar, customers are allowed to view all Grapes & Greens' wines and select ones that they want to taste.

“Many wine distributors will bring you a few wines to taste, but how many say “Try what you like”? That’s the difference you’ll discover with Grapes & Greens. We want our customers, and their customers, to drive sales, not statistics or marketing dollars. Being in the food and hospitality industry for many years, I know firsthand how hard it is to get away from your business, as well as how hard it is to set aside time for any salesman. Which is why I think we’re receiving tremendous amounts of positive feedback from customers when we pull up our Mobile Wine Cellar.” Said John King, Chief Customer Officer of Grapes & Greens when discussing the current success of its mobile tasting program.

“Our wineries want their product in direct contact with as many of our customers as possible. With the Mobile Wine Cellar, each of our wines is exposed to more customers than if they were selected and brought out by one of our wine consultants. This increased exposure has been well received by our vendors so far and we feel we’re going to gain more support as the program progresses,” said Jack Cacciato, National Director of Sales and Procurement at Grapes & Greens, when asked about vendor feedback from the mobile wine cellar.

Interested in scheduling a visit from Grapes & Greens Mobile Wine Cellar? Call (631) 803-3145 today!

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About Grapes & Greens

Grapes & Greens is a wine, beer and cider distributor based out of Calverton New York. At Grapes & Greens, the motto is “Discover the Difference” meaning they do more than just move boxes. Their focus is bringing their customers unique wines from around the world and provide training and stellar marketing support in order to allow customers to grow with their brands. To learn more about Grapes & Greens visit: grapesandgreens.com

