



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 one is handmade, hand-distressed and hand-finished. There are 13 components, including the addition of a supple, leather handle and metal scroll feet. Because the 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 in order to fill your glass. When you're finished serving, it stores perfectly between your counter and wall cabinets. Each Wine Nook comes with a piece of chalk and an ice pack. The chalk is to label on the imbedded chalkboard what type of wine is being served in your Nook. The ice

pack is to keep your white or rosé wine perfectly chilled during your party, gathering, or event. Simply chill the wine first, and add your ice pack to keep it cool for hours.

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

CINDY: The main suggestion we hear is to have different color options. So, now the Wine Nook is available in a satin finish **Light Maple**, **Dark Walnut**, or a modern **Slate Gray**. Several others have also suggested to use the lighter colored Wine Nook for your white wine, and a darker colored Nook for your 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 on the misconceptions of boxed wine, and to create awareness of the potential boxed wine has for the *entire* wine community. Boxed wine is far more eco-friendly 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 are currently selling the Wine Nook locally at Cindy Saadeh Fine Art Gallery as well as online at WineNook.net

WHERE DO CUSTOMERS FIND A WINE NOOK?

CINDY: We are currently selling the Wine Nook locally at Cindy Saadeh Fine Art Gallery as well as online at WineNook.net and several other retail locations. As we begin to make the Wine Nook available through the wholesale market, Wine Nooks will be available at many more locations, we hope, throughout the United States! So class it up! Simply put it in a Nook!

CONNECT WITH US!

WineNook.net

Instagram: @winenook

Twitter: @winenook1

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