

# DESIGN BUILD SERVE

RESTAURANT BUILDINGS THAT WORK

## Well-Designed Wine Racks Create **GRAPE EXPECTATIONS**

by Anne Martin

Wine is coming out of the cellar in local restaurant wine storage and displays. Now a formidable design element, wine storage adds oomph to the décor and boosts sales, with choices ranging from stories-high towers to Oz wine systems. The grape debate? Finding the balance between form and function.

At Olive and Ivy in Scottsdale, the wine rack allows glimpses of the main dining room from the casual café entry. "We love the style and visual impact of the system," says Fox Restaurant Concepts' Debbie Porter. "It is very eye-catching and displays the wine beautifully."

Wine is center stage at San Diego's Osetra The Fish House. A wine tower rises from the basement to the second floor, holding around 5,000 bottles. A server playing "wine angel" retrieves bottles while strapped into a harness and pulley system. General manager Andrew Williams says, "It's a very visual thing seeing a wine angel go up and retrieve bottles of wine." Passers-by often stop in to gawk, generating sales.

"A good display should also be functional for a restaurant. The functionality is for the people working and the display helps attract the guest to it," explains Mastro's Steakhouse manager Heather Turner. Climate control meets class with their built-in "wine walls", enclosed by glass and interior-lit.

Sandy Horwitz, president of Scottsdale's Innovative Wine Cellar Designs, built the wine storage/display systems at Mastro's Steakhouse in Costa Mesa and Mastro's Ocean Club in Newport. He advises, within budget, deciding bottle capacity first, then placement. Consider where the display will be seen, but keeping in mind where the refrigeration will be most convenient.

### Inside

A Very Good Year  
for WINE DISPLAY

Sushi Ya Otay Mesa

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