

Vino Volo to open wine bar in Maryland

By: DBR Staff Writer

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Vino Volo, a wine authority and creator of wine retreats in airports, is to set up its first urban area bar in Bethesda, Maryland by fall 2012.

The new wine bar, which will house a wine lounge, restaurant and boutique wine shop, will offer an easy to understand wine list, a patented tasting program of wines to guide customers through the wine discovery process and thoroughly trained wine associates to share their wine knowledge with guests.

Apart from serving the globally sourced wines, the bar will also tap locally produced wines.

Vino Volo marketing and services vice president Natalie White said their new urban area store is an expansion of their brand and reinforcement of their position as a trusted wine authority, while offering guests that same 'sense of belonging' found in their airport locations.

"Because we research and assemble our wine lists so carefully and make our wine flights central to the experience, Vino Volo is known as a destination where our guests can discover wines that they truly like," White added.

Vino Volo further plans to open its second urban area store in Tyson's Corner, Virginia by early 2013.

<http://wine.drinks-business-review.com/news/vino-volo-to-open-wine-bar-in-maryland-120712>