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Vino Volo Moves Beyond Airport Security Gates With Company's First-Ever Urban Wine Bar in Major Metropolitan Area

*Vino Volo to open in Washington DC area in Fall 2012
First non-airport location signals brand's growth*

SAN FRANCISCO, CA, JULY 10, 2012 - [Vino Volo](#), creators of sophisticated wine retreats found in airports across the country and a trusted wine authority, announced plans to open its first urban area store in Bethesda, Maryland in Fall 2012. As with its airport-based retreats, Vino Volo's new metropolitan respite will be a cozy [wine lounge](#), restaurant and boutique wine shop all-in-one, but with one big difference – no boarding pass required.

“For years, we’ve been hearing from our guests that they wanted a neighborhood Vino Volo which didn’t require a trip to the airport or a boarding pass to get in,” said [Doug Tomlinson](#), founder and CEO of Vino Volo. “We listened, and that’s why we are opening Vino Volo’s first urban area store.”

Vino Volo launched its first store in Dulles Airport in 2005, followed by other first-to-market locations such as the Baltimore Washington International Airport store. In addition to its soon-to-open location on Bethesda Row in downtown Bethesda, Vino Volo plans to open a second urban area store in Tyson’s Corner, Virginia in early 2013.

Vino Volo’s location on Bethesda Row will be based on the same principles as its other venues – an approachable wine list appealing to novices, connoisseurs and everyone in-between; a patented tasting program of wine flights to guide customers through the wine discovery process; and thoroughly trained wine associates who not only pour, but share their wine knowledge with guests and invite discussion. Vino Volo’s wine lists are carefully put together, with each wine thoroughly tasted by the company’s wine experts to ensure it meets the company’s high standards.



*Vino Volo urban area store
opening in DC area in fall 2012*

Vino Volo Bethesda Row will also offer a full food menu with a greater selection of bites, plates and desserts than found at its traditional airport venues, all designed to pair with wine. Menu items include starters such as bacon brittle, crostini trio, stuffed dates and roasted bone marrow; artisan cheese and salami platters; and full plates such as thyme roasted chicken, truffle penne and smoked salmon rolls. All plates can be ordered tapas-style or full-sized. Additionally, the retail wine store will carry a selection of items and gifts as well as other Vino Volo-branded merchandise.

In addition to wines from around the globe, the urban area store will feature a selection of locally produced wines from surrounding areas. It is the first location to offer an invitation-only VIP table for guests.

Sales growth for Vino Volo has remained strong during the current economic recession. Currently it operates 18 locations with plans to open 10 more this year. Vino Volo aspires to be the nation's leading wine retail brand, not just in terms of guest experience but also for wine knowledge. In June, Vino Volo was named the Best Airport Wine Bar at the 2nd [Airport Food & Beverage Awards](#) hosted in Amsterdam. This accomplishment carries the concept of Vino Volo to its soon coming retail stores remaining true to its brand outside of the airport.

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

Tomlinson, a former management consultant, first had the idea for Vino Volo on a business trip when he and some colleagues planned to enjoy a celebratory glass of wine in an airport before heading home. Tomlinson, a wine aficionado, had his “aha” moment when there was no quality wine to be had in the terminal. He was struck with the idea of creating an upscale wine bar concept for airports that would offer a great selection, a sense of approachability and a place where guests could relax and discover new wines.

About Vino Volo

Vino Volo establishments combine an upscale wine lounge, restaurant and boutique wine shop under one roof, and are primarily located in airports across the country. Vino Volo (derived from “wine flight” in Italian) is a trusted wine authority that makes wine approachable, offering hand-selected wines from around the world by the glass, in tasting flights and by the bottle for customers to take home or have shipped. Vino Volo also offers a Wine Passport Club for enthusiasts. Recently, Vino Volo was named the Best Airport Wine Bar at the 2nd [Airport Food & Beverage](#) awards hosted Amsterdam.

Currently Vino Volo operates in the following airport locations: Baltimore, MD (BWI), Detroit, MI (DTW), Newark, NJ (EWR), New York, NY (JFK), Oakland, CA (OAK), Philadelphia, PA (PHL, four locations), Sacramento, CA (SMF, two locations), Salt Lake City, UT (SLC), San Antonio, TX (SAT), San Francisco, CA (SFO), Santa Ana, CA (SNA), Seattle, WA (SEA), Washington, DC (IAD, two locations). For more information visit www.vinovolo.com.

Coming in 2012: Boston, MA (General Edward Lawrence Logan International Airport), Vancouver, BC, Canada (Vancouver International Airport, 2 locations), Denver, CO (Denver International Airport, 2 locations), Dallas, TX (Dallas/Fort Worth International Airport) and Bethesda, Maryland (Bethesda Row area).

MEDIA PLEASE NOTE: For interviews with Vino Volo's leadership or additional information/photos, please contact or Tarah Beaven at 415-359-2306 / tarah@landispr.com.

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