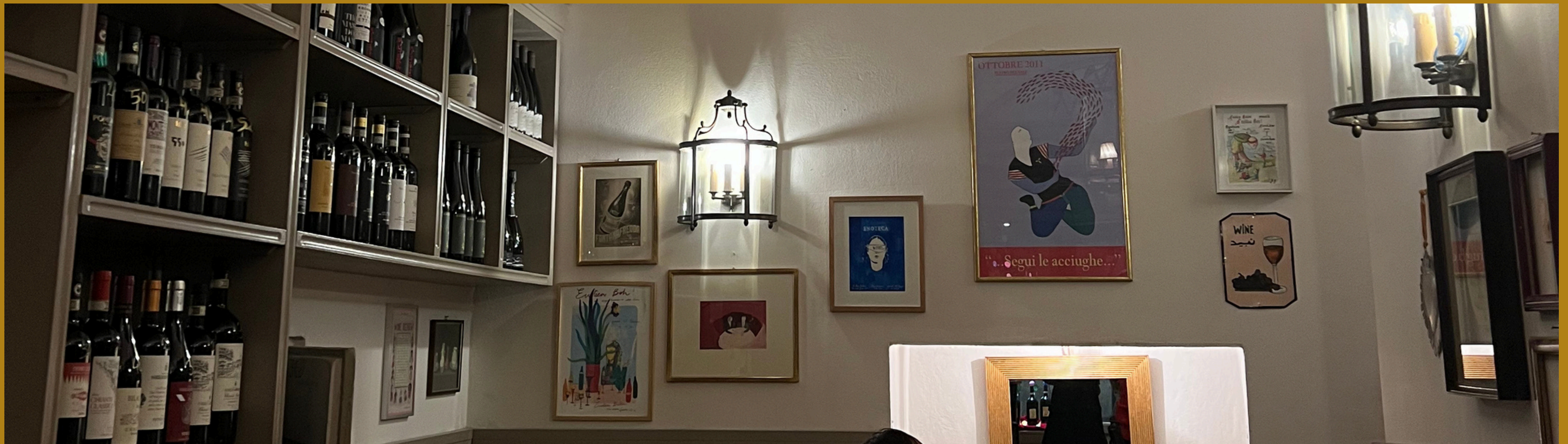


# ENOTECA BELLINI



**ECLECTIC WINE BAR**  
LOCATED IN FLORENCE, ITALY

*Sophie Bogni*



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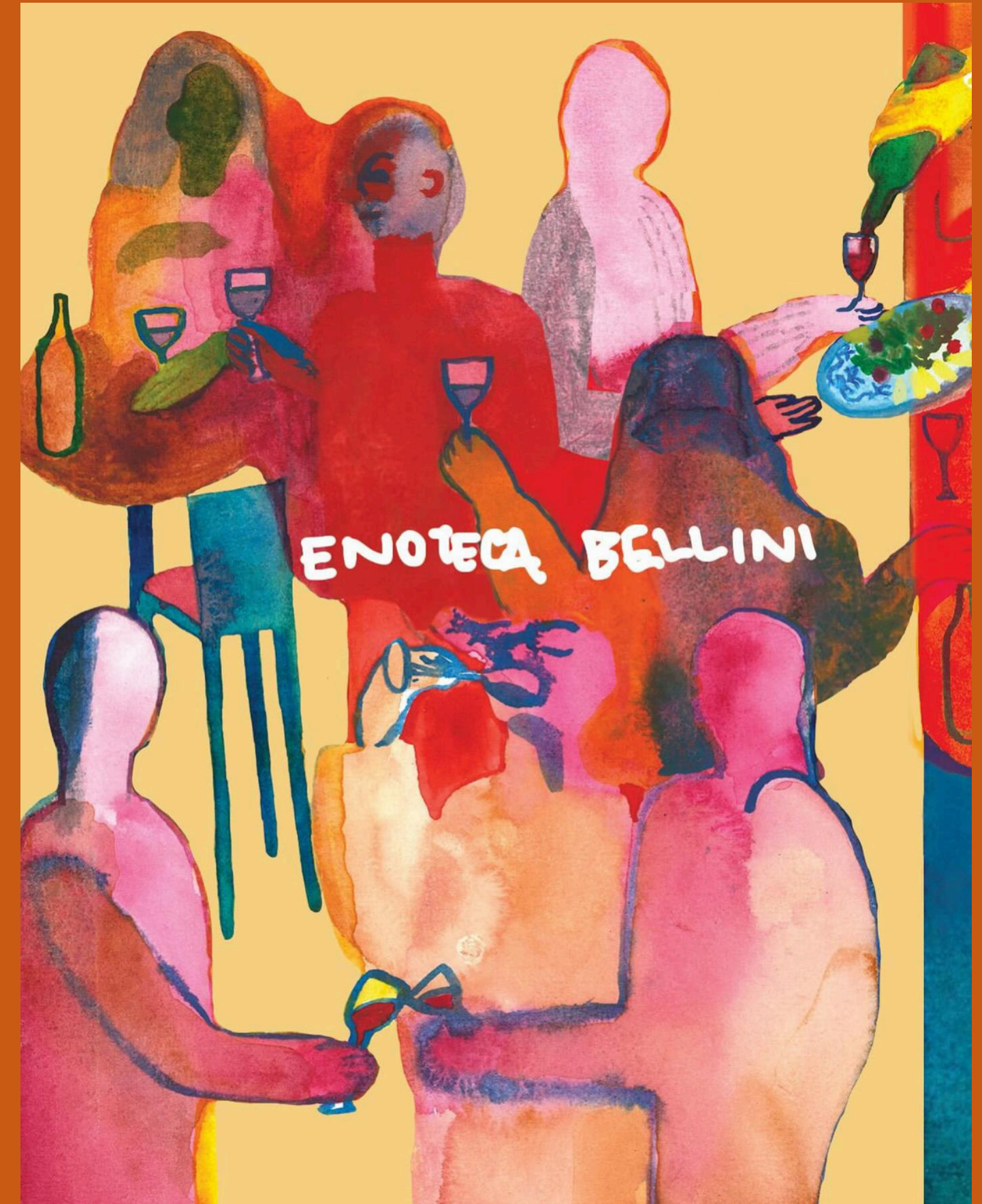




# OVERVIEW

## *Enoteca Bellini*

- Wine Bar
- Established 2015 - Pink Bar
- Owner: Camilla Bellini
- Address: Via della Spada 52/r, 50123 Firenze FI
- Hours
  - Sun: 5PM-10PM
  - Mon: Closed
  - Tues-Sat: 5PM-11PM





# CUSTOMER CONSUMPTION PATTERNS

## Peak Hours of Activity:

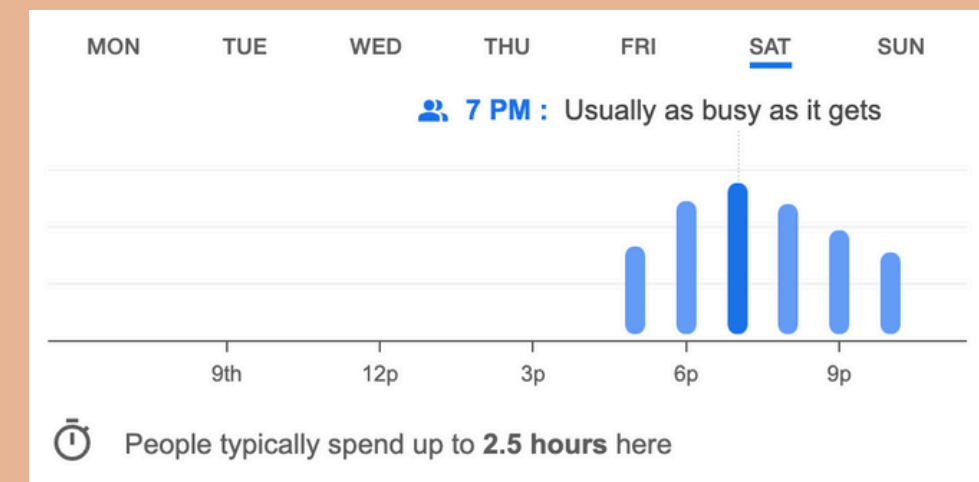
- Apertivo! 6-8pm
- Winter months are the easiest to sell
- Events- fashion week

## Typical Clientele Profile:

- mix of locals and tourists (rare)
  - younger crowd 20s-40s
  - make relationships & hear stories

## Most Commonly Purchased:

- Winter- reds
- Summer- whites & rose
- Year-round- bubbles - always time to celebrate
- Depends on the season





# PURCHASE AND SALES MECHANISMS

- **Wine Tasting and Personal Preference**
  - Vinitaly, Meteri, and Tenuta Buon Tempo
  - 100-150 z
  - 100-150 Bottle a Week
- **Selection Changes by the Season**
  - Red in Winter - White/Rose in Summer
- **Affordability for Locals and Tourists Alike**
  - Doubling the Retail Price







enoteca.bellini

Follow

Message



227 posts

3,009 followers

772 following

**enoteca bellini**

ENOTECA piccolina a FIRENZE 🍷🍇🍷🍷

XMAS orario: chiusi 24-25-26 e 31-01!

Apertura straordinaria: lunedì 30 🍷🍷🍷

Via della spada 52r, Florence, Italy 50123

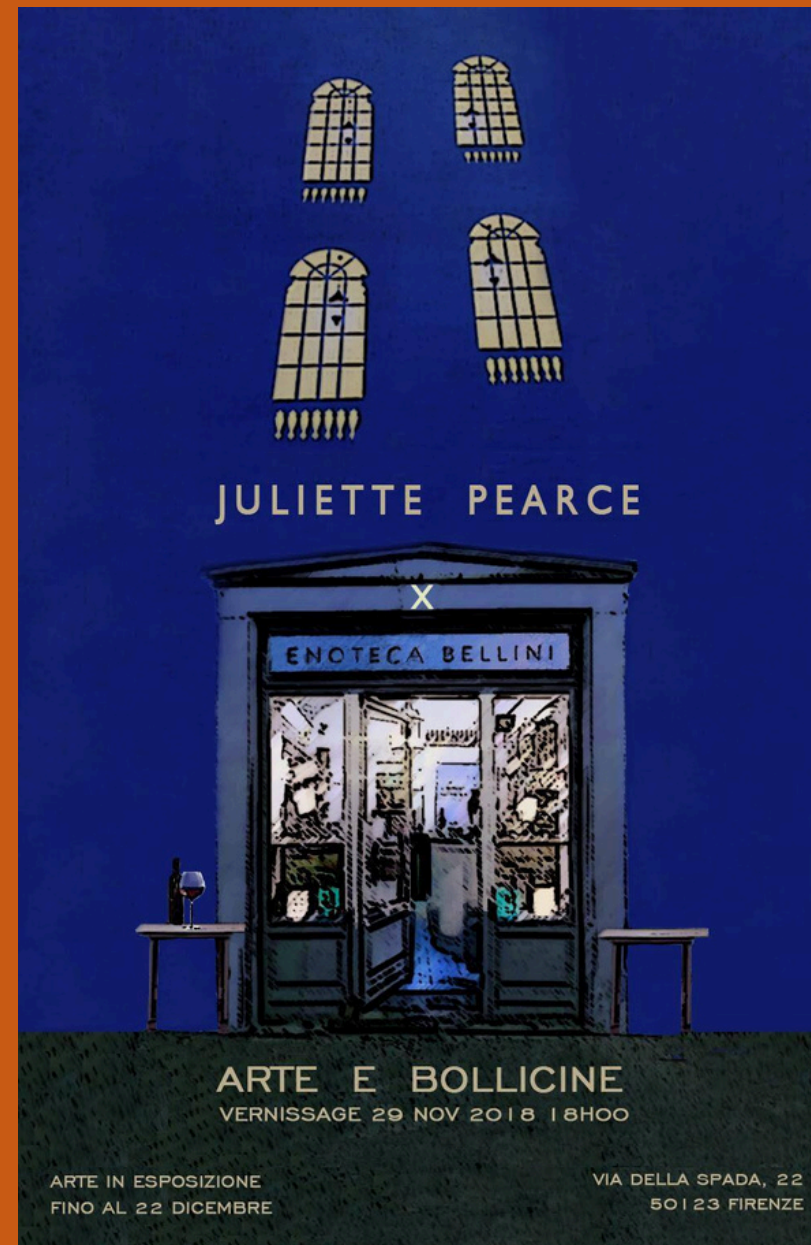
[italysegreta.com/natural-wine-in-tuscany](https://italysegreta.com/natural-wine-in-tuscany) + 1



**Enoteca Bellini**

1.4K followers · 37 following

**ESTATE  
FI<sup>RENTINA</sup>**



## Social Media Presence

- Facebook
- Instagram
- Special Events
  - Music, Art and Festivals

## Word of Mouth

- Primary Method
- Locally Attracting Customers

## Podcasts

- Camilla Bellini on The Heart of the Italian Wine Bar Experience

## Female Entrepreneurs Article

- Focus on Camilla Bellini

# MARKETING STRATEGIES



# TOP-SELLING BRANDS AND DENOMINATIONS

## TOP BRANDS

- 1.Tenuta Buon Tempo - Sangiovese based red wine
- 2.Meteri - Deep red wine, hints of tobacco
- 3.Vernaccia San Gimignano '23 - Crisp, white wine
4. Fontodi- A dark, cherry like, full body red wine
- 5.La Marca Prosecco - Refreshing, fruity champagne



## TOP DENOMINATIONS

1. Chianti Classico
2. Brunello di Montalcino
3. Rosso di Montalcino
4. San Gimignano
5. Falanghina





# REASONING FOR THESE BRANDS AND DENOMINATIONS

## WHY THESE CHOICES?!

- Camilla chooses her brands/denominations mainly on her and her employees preferences - wine tastings, a variety of wines for all consumers.
- Bases wine off high quality and atleast 10 euros a bottle upon purchase.
- Creates connections with producers to ensure good quality and loyalty in future.
- Selection of brands/denominations based off her tastings
  - sets her apart from competitors
  - helps build her personal brand - sets vibe and tone of wine shop.





# HIGH END VS. AFFORDABLE



## ***Prices:***

- Variety of \$ and \$\$\$ wines.
- Appeal to a wide variety of consumers, locals and tourists alike.
- The atmosphere is likelier to attract younger consumers, such as GenZ and Millenials, influencing the pricing.

## ***Wine by the glass:***

- Red: Nero D'avola '23 at €5, and Brunello Montalcino '19 at €12.
- White: Popcorn at €5, and Brigante Bianco '23 at €8.
- Ciro Rosé: one option for €6.
- Bubbly: two options, Spumate Brut for €6 or Bulle Surprise for €8.

## ***Takeaway Wine:***

- Lower price per amount than the wine by the glass.
- “Around 15 euros per bottle”
- There is something wrong with a wine less than 10 euros.

## ***\$\$\$:***

- Prosecco/Sparkling wines

## ***\$:***

- Base wines



# PRICING FACTORS

## ***Influencing Factors:***

- Journalists and Reviews: Influence on wine reputation
- Wine Quality: Higher quality results in higher price
- Popularity and Winery Reputation: Famous wineries command higher prices

## ***Personal Preference Matters:***

- Bellini's Insight: Wine preferences are personal
- Key Advice: Tasting wine is the best way to develop a palate
- Experimentation: Over time, you can distinguish why certain wines cost more and if it's worth the price

## ***Bellini's Approach to Wine Selection:***

- Quality over price: Focus on good-quality wines
- What she believes is a great tasting wine



**CONTINUED**



# DREAM TO OPEN THE STORE



- Fathers Dream to open a wine shop
- Wine is often given a gender -- change the narrative
- Her mother told her to try as much wine as possible
- The more wine you taste the better you understand
- Family oriented due to wine supply coming from her brothers winery



# Why Open a Wine Shop?

## One of the Only Female Owned Wine Shops In Florence

- She wanted to prove that women can own a wine shop too
- Wine can often be gender specified
  - “Wine has no gender”
- Wine is designed to be paired with certain foods, certain wines cannot be paired with certain foods
- She brought in addition help, after running the shop by herself for the first SIX years -- different people have different styles/taste buds... not everyone is going to enjoy the same wines





# PERSONAL THOUGHTS

**Tula:** I tried the Chianti Rufina and thought it tasted great! The environment of the wine bar was very inviting and appealing to me especially through the aesthetic and atmosphere of the shop.

**Kate:** I tried the Vernaccia di San Gimignano, and enjoyed it! I loved the atmosphere and the modern, classy feel to it.

**Sophie:** I tried the Pomino Bianco! It was refreshing and paired great with the fun, light vibe and feel of the wine bar!!

**Luke:** I tried the Rosso Montalcino which mixed perfectly with the shredded pork dish recommended by our waiter!

**Kenna:** I tried the classic Prescco Brut. It was really good (I am not a wine drinker) Everyone who worked there was so kind!





# CHEERS!

THANK YOU FOR LISTENING!