

## ONLINE MERCHANT SWEATS THE DETAILS

Few wine merchants are diving into the ever-burgeoning e-commerce sector as eagerly as San Francisco-based Vinfoлио Inc., a company that dedicates itself solely to online retail. Vinfoлио.com launched last September, offering an extensive stock of 1,500 labels that range from \$9 for a 375-ml. bottle of the 2005 La Spinetta Moscato d'Asti Bricco Quaglia to \$3,750 for a 750-ml. bottle of the 1982 Chateau Pétrus Pomerol. The Web site's inventory is searchable by varietal, country, color, type, size, price and even reviewer. Tasting summaries are displayed below pictures of many of Vinfoлио's wine labels. In addition, the



**Vinfoлио's warehouse in San Francisco stocks more than 1,500 wine labels. The company caters exclusively to online customers.**

company features market pricing information and auction summaries for applicable labels. Vinfolio also offers professional advice over the phone or via e-mail, and up to six months of free climate-controlled storage. For serious collectors, the company's VinCellars service allows users to track their collections, employing technology similar to that of their local wine sellers. Bottles purchased from Vinfolio are automatically entered into a customer's VinCellar database. For a fee, Vinfolio will even catalog customers' personal collections by printing out special barcodes that are affixed to each bottle and scanned into the company's database. With its unique services, Vinfolio has something for every wine consumer—whether they're tracking their cellar or just browsing for a \$10 bottle.