



WINE CELLAR INNOVATIONS

Volume VII | Issue 66

Commercial Retail Wine Displays Catalog



The World's Foremost Manufacturer of Wine Cellars Since 1984

(800) 229-9813 www.winecellarinnovations.com

Curvy Cube Wine Racks

Create a contemporary wall display using our stacking curvy wine cubes.

Curvy Cubes Concave Diamond Wine Cubes Stacker with Display Trays



CWC-***-STACK-5DIADISPOPT1 ASSEMBLY REQUIRED

Bottle Capacity
Stores: 60
up to 3-1/2" diameter
Displays: 10

Dimensions
Height: 83-5/8"
Width: 45-1 1/16"
Depth: 12-3/4"

Curvy Cubes Concave Individual Wine Cubes Stacker with Display Trays



CWC-***-STACK-5INDDISPOPT1 ASSEMBLY REQUIRED

Bottle Capacity
Stores: 45
up to 3-1/2" diameter
Displays: 10

Dimensions
Height: 83-5/8"
Width: 45-1 1/16"
Depth: 12-3/4"

Concave Curvy Individual Wine Cube



CWC-***-CONCIND ASSEMBLY REQUIRED

Bottle Capacity
Stores: 9
up to 3-1/2" diameter

Dimensions
Height: 16-5/16"
Width: 16-5/16"
Depth: 11-7/16"

Concave Curvy Wine Cube with Diamond Insert



CWC-***-CONCDIAM ASSEMBLY REQUIRED

Bottle Capacity
Stores: 12
up to 3-1/2" diameter

Dimensions
Height: 16-5/16"
Width: 16-5/16"
Depth: 11-7/16"

Convex Curvy Wine Cube with Diamond Insert



CWC-***-CONVEXDIAM ASSEMBLY REQUIRED

Bottle Capacity
Stores: 12
up to 3-1/2" diameter

Dimensions
Height: 16-5/16"
Width: 16-5/16"
Depth: 12-3/4"

Concave Curvy Individual Wine Cube



CWC-***-CONVEXIND ASSEMBLY REQUIRED

Bottle Capacity
Stores: 9
up to 3-1/2" diameter

Dimensions
Height: 16-5/16"
Width: 16-5/16"
Depth: 12-3/4"



VINYL BASES



WineCellarInnovations.com/commercial-curvy-wine-cube-displays

Curvy Cube Wine Displays

Let your retail wine establishments stand out with a totally unique look courtesy of our Curvy Wine Cubes. The contemporary design and ergonomic assembly of the cubes allows for efficient racking and stacking options, no matter what the size of your wine store. Have fun putting together a super stylish appearance for your store, while being able to display more of your products in a variety of bottle storage options. The cubes are easy to install and can be stacked, racked, or mounted anywhere, or used in combination with your existing wine racking system. Mix and match the Concave and Convex curvy wine cubes in individual and bulk storage designs to create a one-of-a-kind retail wine display for your business.



CUSTOMER FEEDBACK

Our shop has such a personality and these wine display cubes really helped us to express that. Our customers love the wine cubes! They often want to take them right off our floor!

*Amber Wolf - Store Manager
UnWined
Anchorage, Alaska*

Islands

The Island is our most popular commercial wine rack. This sturdy, freestanding wine display rack can be placed in high traffic areas to stimulate sales.

Wine Display Islands

WineCellarInnovations.com/commercial-wine-racks/wine-display-islands/

Basic Island Display



F***-ISL

Bottle Capacity
Displays: 20
Stores: 220
Total: 240

Dimensions
Height: 47"
Width: 47-3/16"
Depth: 26-3/4"
ASSEMBLY REQUIRED

Island w/ 4 Display Shelves



F***-ISL4S

Bottle Capacity
Displays: 60
Stores: 220
Total: 280

Dimensions
Height: 47"
Width: 47-3/16"
Depth: 35-3/4"
ASSEMBLY REQUIRED

Island w/ Display Counter



F***-ISLCT

Bottle Capacity
Displays: 20
Stores: 220
Total: 240

Dimensions
Height: 54-11/16"
Width: 47-3/16"
Depth: 26-3/4"
ASSEMBLY REQUIRED

Island w/ Display Counter & 4 Display Shelves



F***-ISLC4

Bottle Capacity
Displays: 60
Stores: 220
Total: 280

Dimensions
Height: 54-11/16"
Width: 47-3/16"
Depth: 35-3/4"
ASSEMBLY REQUIRED

Island End Cap



F***-ACC

Bottle Capacity
Stores: 63

Dimensions
Height: 47"
Width: 25-3/8"
Depth: 12"
ASSEMBLY REQUIRED



Nothing combines form and function in high traffic areas better than our extensive selection of Wine Display Islands for your store's storage needs. Choose from an array of wood choices and dress the racks up in our bevy of custom stains and finish options for a truly personalized look. The display islands are perfect for increasing wine sales by placing them in strategic aisle locations in your store where customer traffic is high. The quality crafted racks provide full wine bottle depth coverage at 13 1/2" deep, with beveled ends and rounded edges for secure and comfortable bottle storage. Customize your wine display islands with a sturdy and chic vinyl base and casters for maximum mobility.



CUSTOMER FEEDBACK

WCI was a big help, truly. Everything came together beautifully. Everyone has been super excited to see the store. My wine reps have told me this is the nicest store, with the nicest wine racks in the state.

Scott Gault
Scotty's Wine and Spirits
Starkville, MS



ISL-SIGN-GLASS
ISL-SIGN-CARD



VINYL BASES



PRICE TRACK
AND PRICE TRACK LABELS



BOTTLE LABELS

Circular Wine Display Carousel



F***-WC

Bottle Capacity
Displays: 12
Stores: 132
Total: 144

Dimensions
Height: 57-13/16"
Diameter: 38-3/8"

ASSEMBLY REQUIRED

Triple Tier Island



F***-3TISL

Bottle Capacity
Displays: 60
Stores: 360
Total: 420

Dimensions
Height: 56-1/8"
Width: 47-3/16"
Depth: 50-3/4"

ASSEMBLY REQUIRED

Double Tier Double Deep Island Display



F***-DDISL2T

Bottle Capacity
Displays: 40
Stores: 440
Total: 480

Dimensions
Height: 58-5/16"
Width: 47-11/16"
Depth: 51"

ASSEMBLY REQUIRED

Two Tier Island



F***-ISL2T

Bottle Capacity
Displays: 40
Stores: 220
Total: 260

Dimensions
Height: 55-1/2"
Width: 47-3/16"
Depth: 26-3/4"

ASSEMBLY REQUIRED

Circular Wine Merchandiser



F***-CIRM

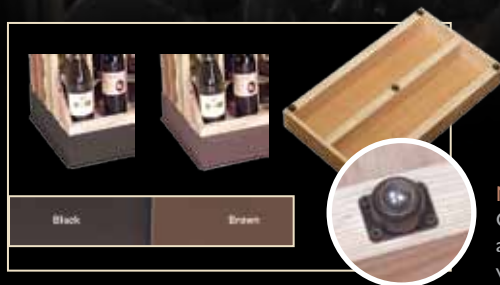
Bottle Capacity
Displays: 12
Stores: 132
Total: 168

Dimensions
Height: 46"
Diameter: 36-1/16"

ASSEMBLY REQUIRED



Circular Merchandiser Top



Casters & Vinyl Bases For Your Island

NOTE: Caster Option for Islands Only!
Casters can only be installed on Vinyl Bases,
and are available for sale as an upgrade. Costs
vary per racking component.



PRICE TRACK
AND PRICE TRACK LABELS



BOTTLE LABELS

CUSTOMER FEEDBACK

The staff at Wine Cellar
Innovations was a pleasure to work
with. They were creative, patient
and responsive to our needs from
our initial call to completion!
Based on our experience I highly
recommend WCI.

Best regards,
Chuck
Game Keepers Tavern
Sapphire, NC

Half Height Wine Merchandisers

Attractive Wine Displays at Eye Level.

Wine Display Merchandisers

Wall Wine Display Unit



F***-WALL

Bottle Capacity
Displays: 10
Stores: 110
Total: 120

Dimensions
Height: 47"
Width: 45-11/16"
Depth: 13-1/2"

ASSEMBLY REQUIRED

6 Column Wine Merchandiser



F***-6TMER

Bottle Capacity
Displays: 6
Stores: 66
Total: 72

Dimensions
Height: 47"
Width: 27-11/16"
Depth: 14"

ASSEMBLY REQUIRED

5 Column Wine Merchandiser



F***-5TMER

Bottle Capacity
Displays: 5
Stores: 55
Total: 60

Dimensions
Height: 47"
Width: 25-3/16"
Depth: 14"

ASSEMBLY REQUIRED

4 Column Wine Merchandiser



F***-4TMER

Bottle Capacity
Displays: 4
Stores: 44
Total: 48

Dimensions
Height: 47"
Width: 18-3/16"
Depth: 14"

ASSEMBLY REQUIRED

Triple Tier Merchandiser



F***-3TMR

Bottle Capacity
Displays: 30
Stores: 180
Total: 210

Dimensions
Height: 56-1/8"
Width: 45-11/16"
Depth: 26-5/16"

ASSEMBLY REQUIRED

Two Tier Magnum



F***-2TMAG

Bottle Capacity
Displays: 16
Stores: 96
Total: 112

Dimensions
Height: 49-11/16"
Width: 43-11/16"
Depth: 25-1/2"

ASSEMBLY REQUIRED



VINYL BASES



PRICE TRACK AND PRICE TRACK LABELS



BOTTLE LABELS

WineCellarInnovations.com/commercial-wine-racks/half-height-wine-display-merchandisers/

Get a custom fit for your wine stores with our Half-Height Wine Merchandisers. These space-efficient styles were specifically designed to work in areas where a shorter height display is preferred. The racks are available in a number of quality wood choices, perfect for creating that custom look that can help update the look of your wine store. The racks can easily accommodate standard-sized bottles to those with larger formats thanks to their full wine bottle depth coverage at 13 1/2" deep. You can further customize the racks with a vinyl base.



CUSTOMER FEEDBACK

I have nothing but great things to say about my experience with Wine Cellar Innovations. The huge selection of wood, color, finish, and design options gave us complete freedom to design around the space we had to work with. Having a designer help design the space and answer any questions we had was priceless. Being able to tweak things by email after viewing 3D layouts was great as well. The most important thing is the WOW factor when people come into our store and the first thing they ask is where did you get the racks? Enough Said. Cheers!

Keller Ford
Primo Vino
Cape Girardeau, MO

Half Height Wine Merchandisers

Space Efficient Wine Display Options.

Wine Display Merchandisers

Double Tier Wall Merchandiser



F****-2TMR

Bottle Capacity
Displays: 20
Stores: 220
Total: 240

Dimensions
Height: 58-5/16"
Width: 45-11/16"
Depth: 25-1/2"

ASSEMBLY REQUIRED

3 Column Half Height Bin



F****-BDISH

Bottle Capacity
Displays: 12
Stores: 144
Total: 156

Dimensions
Height: 40-1/4"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

3 Shelf Half Height Vertical Display Bin



F****-VHH

Bottle Capacity
Displays: 30
Stores: 110
Total: 140

Dimensions
Height: 40-1/4"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Half Height Adjustable Shelf Wine Cabinet with Veneer



F****-ADJHH(G2)

Bottle Capacity
Total: 180

Dimensions
Height: 43-3/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Drop Bin for Adjustable Wine Shelf Cabinets



F****-DROPN

Bins Sold in Sets of 3

Bottle Capacity
Stores: 20 per bin
Total: 60

Dimensions
Height: 17-7/8"
Width: 14-3/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Country Pine Triple Bin Wine Display



CPT

Bottle Capacity
Total: 36

Dimensions
Height: 60"
Width: 20-1/2"
Depth: 17"

ASSEMBLY REQUIRED



CPT HEADER



VINYL BASES



WineCellarInnovations.com/commercial-wine-racks/half-height-wine-display-merchandisers/



CUSTOMER FEEDBACK

The services Wine Cellar Innovations provided were excellent. They took the time and effort to help us figure out exactly what we needed for our store. We're incredibly satisfied with the fixtures, and our customers were thrilled with the new and improved look as well!

- Duke Of Bourbon
Canoga Park, CA



PRICE TRACK
AND PRICE TRACK LABELS



BOTTLE LABELS

Full Height Wine Merchandisers

Maximize your space with full height wine display options.

Wine Display Merchandisers

2 Column Bin Wine Display



F****-BDIS2

Bottle Capacity
Displays: 8 per column | 16
Stores: 96 per column | 192
Total: 104 per column | 208

2 Column Dimensions
Height: 83-5/8"
Width: 30-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

3 Column Bin Wine Display



F****-BDIS3

Bottle Capacity
Displays: 8 per column | 24
Stores: 96 per column | 288
Total: 104 per column | 312

3 Column Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

4 Column Bin Wine Display



F****-BDIS4

Bottle Capacity
Displays: 8 per column | 32
Stores: 96 per column | 384
Total: 104 per column | 416

4 Column Dimensions
Height: 83-5/8"
Width: 60-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

5 Column Bin Wine Display



F****-BDIS5

Bottle Capacity
Displays: 8 per column | 40
Stores: 96 per column | 480
Total: 104 per column | 520

5 Column Dimensions
Height: 83-5/8"
Width: 75-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Horizontal Wine Display



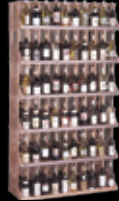
F**-*-HDV

Bottle Capacity
Displays: 50
Stores: 190
Total: 240

Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

6 Shelf Vertical Wine Display Bin

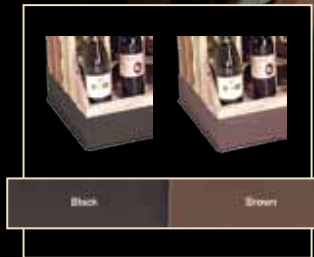


F****-VERT

Bottle Capacity
Displays: 60
Stores: 230
Total: 290

Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED



VINYL BASES



PRICE TRACK
AND PRICE TRACK LABELS



BOTTLE LABELS

WineCellarInnovations.com/commercial-wine-racks/full-height-wine-display-merchandisers/

For a fast-growing retail wine establishment, you will need versatile wine racks that can keep up with the pace of your sales. These incredibly functional racks were designed to maximize the ceiling height configurations of your wine store and give you more than enough space for all those loose bottles, regardless of their sizes. Choose from an array of smart racking styles to spice up the look of your store, all designed at the same height to be lined up as you see fit. Or feel free to email us your store layout, and we can design the layout for you complimentary! Vinyl Bases are also available to protect your racking. Feel free to also use these wine display racks in combination with other WCI products or even with your existing wine racking system.



CUSTOMER FEEDBACK

The racks came out FABULOUS and we receive compliments almost every day on the store! The entire process was great and Wine Cellar Innovations could not have been a better company to work with.

Our experience was truly a pleasant one.

*Francis & Linda LeDuc
Monk's Wine & Liquor Cove
Ft. Lauderdale, FL*

Full Height Wine Merchandisers

Mix and match with other Full Height Merchandisers to line up your store in style!

Wine Display Merchandisers

Waterfall Wine Display



F****-WATER

Bottle Capacity
Displays: 110
Stores: 304
Total: 414

Dimensions
Height: 34-3/8" to 83-5/8"
Width: 46-3/8"
Depth: 35-3/4"

ASSEMBLY REQUIRED

Angled Curved Corner Wine Display



F****-CVCA

Bottle Capacity
Displays: 24
Stores: 92
Total: 116

Dimensions
Height: 83-5/8"
Width: 24-15/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Radiused Curved Corner Wine Display



F****-CVCR

Bottle Capacity
Displays: 36
Stores: 138
Total: 174

Dimensions
Height: 83-5/8"
Width: 30-3/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Quarter Round Wine Shelves



F****-QSHLF

Dimensions
Height: 83-5/8"
Width: 12-11/16"
Depth: 12-11/16"

ASSEMBLY REQUIRED

Radiused Curved Corner Wine Display



F****-QDIS

Bottle Capacity
Total: 56

Dimensions
Height: 83-5/8"
Width: 25-1/2"
Depth: 25-1/2"

ASSEMBLY REQUIRED

Fixed Wine Display Shelf

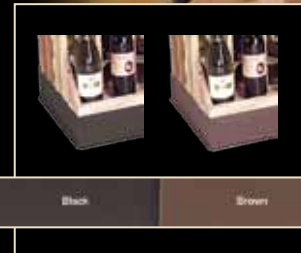


F****-FDS

Bottle Capacity
Displays: 60
Stores: 240
Total: 300

Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED



VINYL BASES



WATERFALL END CAP
F****-WEND



PRICE TRACK
AND PRICE TRACK LABELS



BOTTLE LABELS



CUSTOMER FEEDBACK

We are very pleased with the wine racks. We have received rave reviews for the overall look of the shop and design. The wine racks were very easy to put together and it was a pleasure working with your team!

Theresa Brocia
Bleu Handcrafted Foods
Mammoth Lakes, CA

Full Height Wine Merchandisers

Custom Look at an Affordable Price.

Wine Display Merchandisers

Diamond Bin Wine Display



F***-DBIN

Bottle Capacity
displays: 11
stores: 240
total: 251
Dimensions
height: 83-5/8"
width: 45-11/16"
depth: 17-7/8"

ASSEMBLY REQUIRED

Diamond Cube Wine Display



F***-DCUBE

Bottle Capacity
Displays: 3
Stores: 144
Total: 147
Dimensions
Height: 83-5/8"
Width: 28-5/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Triple Tier Maximizer Wine Display



F***-MAX

Bottle Capacity
Displays: 40
Stores: 240
Total: 280
Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 25-1/2"

ASSEMBLY REQUIRED

Wine Storage Lockers



F***-LCKR

Bottle Capacity
Stores: 12 per locker
Total: 60 per column
Dimensions
Height: 83-5/8"
Width: 15-9/16"
Depth: 17-3/8"

Adjustable Shelf Wine Cabinet with Veneer



F***-ADJ(G2)

Bottle Capacity
Total: 300
Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

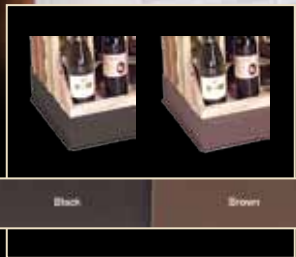
Drop Bin for Adjustable Wine Shelf Cabinets



F***-DROPN

Bins Sold in Sets of 3
Bottle Capacity
Stores: 20 per bin
Total: 60
Dimensions
Height: 17-7/8"
Width: 14-3/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED



VINYL BASES



PRICE TRACK
AND PRICE TRACK LABELS



BOTTLE LABELS

WineCellarInnovations.com/commercial-wine-racks/full-height-wine-display-merchandisers/



CUSTOMER FEEDBACK

It has been such a great experience working with your company. The boxes came in, we assembled them in about half a day with no problems! We've gotten a lot of great feedback from our customers about the racking, including some who now want to have their own personal cellar done through Wine Cellar Innovations.

Matt Snyder
Oliver House Wine
Toledo, OH

Cash Stands and Wine Accessory Merchandisers

Dress up your store in style with our selection of coordinating cash stands, tasting stations, and display cabinets.



WineCellarInnovations.com/commercial-wine-racks/cash-stands-and-wine-accessory-merchandisers/

Cash Register Stand Corner Display



F***-CSCU

Dimensions
Height: 36"
Width: 23-3/16"
Depth: 23-3/16"

ASSEMBLY REQUIRED

Cash Register Stand



F***-CSD

Dimensions
Height: 36"
Width: 23-5/8"
Depth: 23-3/16"

ASSEMBLY REQUIRED

Cash Register Stand Storage Unit



F***-CSSU

Dimensions
Height: 36"
Width: 47-1/4"
Depth: 23-3/16"

ASSEMBLY REQUIRED

Locking Wine Display Cabinet



F***-LOCK

Bottle Capacity
Displays: 76
Stores: 104
Total: 180

Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Glass Shelf Accessory Display Cabinet



F***-GLASS

Dimensions
Height: 83-5/8"
Width: 45-11/16"
Depth: 17-7/8"

ASSEMBLY REQUIRED

Wine Cabinet Tasting Center



F***-TASTE

Bottle Capacity
Total: 12 Magnum

Glass Capacity
Total: 36 Wine Glasses

Dimensions
Height: 84"
Width: 54"
Depth: 28-1/2"
at center point of table

ASSEMBLY REQUIRED



CORK TABLETOP



VINTAGE WINE BARREL
TABLETOP



PRICE TRACK
AND PRICE TRACK LABELS

Give your wine stores a facelift without spending a fortune! Our Cash Stands and Wine Accessory Merchandisers offer you the great opportunity to dress up the look of your commercial wine establishment to match the rest of your racking, while providing you with a convenient place to display your up sell wine accessories and other odds and ends. Our Cash Stands provide the right mix of form and function as well as an eco-friendly and fun tabletop option for you as well. We use renewable cork materials for the tabletops that come with all our cash register models. Add some excitement & flare to your store with our Wine Accessory Merchandisers and make a visual impact on your loyal patrons and potential customers the moment they walk in your door.



CUSTOMER FEEDBACK

Our barrel head counter top is perfect for a wine tasting room and invites lots of compliments from our guests while the wine racks provide great storage and visual appeal.

*Cordially yours,
David Cumming
Director of DTC Sales
Shug Winery
Sonoma, CA*



Wine Cellar Innovations

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1-800-229-9813



Stay Connected
with
Wine Cellar
Innovations:



Visit our website at WineCellarInnovations.com

WineZone Wine Shelf



NEW PRODUCT!

Great For All Types of Store Displays

- Contemporary black finishes
- 3 & 4 Ft Height Kits Available
- Versatile wine displays can be side to side or front to back
- Wood Shelf Option allows you to display liquors, glasses, cases, decanters, accessories, and more
- Components sold separately
- Design and redesign based on your changing needs

Wine Store Financing

Are you looking to add on to or remodel your wine store today? Pay for it tomorrow with your increased holiday revenue.

FINANCING MADE SIMPLE, FAST & COST EFFECTIVE!

Wine Cellar Innovations can help with our various financing options available.

*Only commercial/business financing is available at this time.

- Instant Financing up to \$100,000 with No Financials Required
- 24 Hour Turnaround on Applications
- Unparalleled Client Service
- Deferred and Seasonal Payments
- Fast and Easy Documentation Package
- Finance Terms from 12-60 Months
- Flexibility in Building a Program that Meets Your Individual Needs

Ask About Our Referral Program

Product Price Match Policy

Wine Cellar Innovations would like to assure you, our valued customer, that we have the best pricing in the market for our **commercial product lines**. However, from time-to-time a competitor might offer a lower price to what they claim is a similar commercial product. Consequently we offer the following price match guarantee for our commercial products.

- 1) All competitive products information must be available to view online, via a catalog, or a copy of the written design and proposal from the competitive company.
- 2) Only products made of similar construction techniques and materials will be considered.
- 3) Final price match must include shipping cost and sales tax (if applicable).
- 4) Wine Cellar Innovations reserves the right to match the terms and conditions of the company being matched.
- 5) Wine Cellar Innovations guarantees to beat all competitors' products of similar design and construction by 5% of any written offer on their company letterhead or invoicing that is provided.