

## A New Contemporary Approach to Wine Racks – Introducing Curvy Wine Cubes



*Cincinnati, OH – December 5th, 2011.*

In conceptualizing the theme for their new specialty wine boutique shop, the owners of [Unwined Alaska](#) all sat down and asked themselves what type of response they were looking to get from their customers when they walked through the door. The unanimous answer was **"We want to wow them!"** The shop owners then turned to the design specialists at Wine Cellar Innovations to turn their vision into a reality. Unwined Alaska was the first wine shop to be able to take advantage of the industry leaders' newest, freshest, most contemporary racking design. The results?



*The amazing crew at Unwined Alaska, at their Grand Opening with the Mayor of Anchorage*

Store manager Amber Wolf was kind enough to give us some feedback. "Our wine displays can't even be compared to other shops in town. The Wine Cellar Innovations product adds a quality and 'boutique' feel that we wanted to achieve. These units are made of solid redwood, they make the shop look & feel grounded. 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!"

Not only have these fabulous products resulted in a fantastic first month of sales for this company, but with such huge customer interest in them, the store can also generate revenue from Wine Cellar Innovations' referral program.

In addition to commercial wine store applications, Wine Cellar Innovations' [Curvy Wine Cubes](#) make extremely attractive & contemporary wine storage options for homes and residences as well. The wine cubes can be stacked, wall mounted, and even turned into side or end tables working double duty as functional furniture.

Whether you want to add a small wine rack, or outfit an entire cellar, room, or wall, the wine storage design professionals at Wine Cellar Innovations are available to answer any questions you may have. The company offers free floor plans; simply supply your dimensions to them and they will get back to you with a complimentary layout of your space.



Wine Cellar Innovations is the industry leader in the design and production of custom wine racks and wine cellars and has been for over 20 years. The company is located in Cincinnati, Ohio and employs regional design consultants all throughout the country to provide customers with local service and exceptional quality. Their [wine racks](#) have been purchased and installed worldwide.

Product Installation Video

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