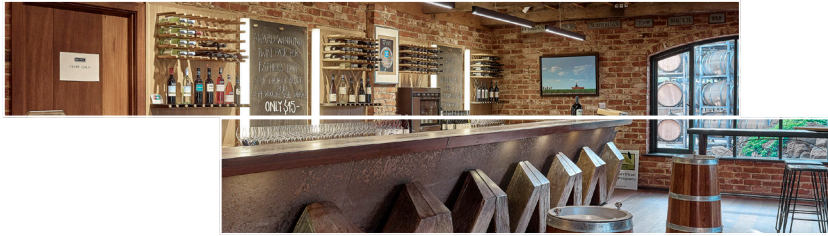




WORK BOOK

CELLAR DOORS
+
TASTING ROOMS



A TASTING SPACE THAT WORKS FOR YOU

A tasting space that is effective and cohesive in function and communication can bring all the elements together - tasting, sales, brand and feedback - in a great visitor experience. Running a successful space can make a big difference to attracting visitors, driving profits and making your place unmissable!

Most Australian regions have a great reputation for quality product, so the promise of good quality is not enough. Pay attention to the key factors that attract people to enter, taste, stay and buy to make the most of your space.

Our checklist for creating a successful tasting space can help you identify what you have, and the untapped potential. So turn the page, get creative, and begin down your path to profit now!





WHAT ARE THE SUCCESS FACTORS?

Location

Choosing the right location for your cellar door or tasting space is critical, both with regard to the regional location and siting of the actual buildings on the block. Careful selection can allow you to attract more of your target market, get year round visitors and build a strong regional reputation.

First Impression

Make a strong, authentic and unique first impression. Utilise brand consistency and a professional presentation across your entrance, buildings and grounds, Make parking and access simple and provide visible indicators that you are open and full of life and interesting things.

Way-finding

Be creative with your entrance statement, directional signage and clear open or closed indicators - integrate rather than relying on a logo. Clear and safe pathways are vital, and separation of public and private will save you a lot of frustration (especially with regard to vine disease management).

Storytelling

An authentic, believable story is told through every facet of your business - marketing, social media, customer service style, experience offerings, product quality and style, price point, environment, atmosphere... It may be verbally explained by staff, but must also be communicated through a place that 'speaks to you'. It is both reinforced and made easy to tell by stimulating people's senses and stirring their emotions.

Memorable Experience

Use your stories and brand to create features that stand out as different. Use them to contribute to an interesting region rather than competing with your neighbours, and so that the businesses in the region are able to refer visitors to you (and you to them).

Most people will only remember the last touch point of your brand. That means as a wine retailer you have two jobs – to design:

1. the tasting experience so that people drink the wine they have purchased in a moment that reminds them of that experience. Have your visitors associate your wine with a truly positive experience and they will open a bottle in those same circumstances – making that last impression another positive memory.
2. an exit to your tasting experience that is really striking and memorable.

ENTRANCE AND SIGNAGE

Urgent	Acceptable	Perfect	
			ROAD ENTRY
-1...0...1			Entry easy to locate from main road
-1...0...1			Creative entry statement and gates consistent with brand character
-1...0...1			Trading hours clearly displayed
-1...0...1			Obvious open / closed indicators and signs of life
-1...0...1			Conditions of entry displayed (ie. 'Coaches by appointment')
-1...0...1			Signage readable by passing traffic (day and night)
-1...0...1			Attractive, interesting and welcoming entrance point
			DRIVEWAY AND PARKING
-1...0...1			Driveway path frames views that are characteristic of your brand or place
-1...0...1			Well drained and maintained all-weather / well maintained surface
-1...0...1			Width enough for coaches and passing
-1...0...1			Edges landscaped consistent with brand character
-1...0...1			Clearly designated parking for coaches and disabled visitors
-1...0...1			Parcel pick-up area / set-down area
-1...0...1			Sufficient turning space for range of vehicles
-1...0...1			Carparks clearly defined and close to building entrance
-1...0...1			Well maintained & clearly defined access paths from parking to cellar door
-1...0...1			Adequate lighting for navigation and safety
-1...0...1			Creative directional signage to cellar door and other facilities
			LANDSCAPING AND GROUNDS
-1...0...1			Consistent with brand character and appropriate to place
-1...0...1			Well maintained gardens and lawns
-1...0...1			Clear paths with interesting details that start the storytelling journey
-1...0...1			Engagement of senses
-1...0...1			Appropriate provision of bins and ash trays
-1...0...1			Bicycle parking
-1...0...1			Creative directional signage to cellar door and other facilities
-1...0...1			Interpretive signage (plants, vineyards, views, architecture, features, etc)
-1...0...1			Hazards clearly defined (dams, winery, machinery, etc)
-1...0...1			Viewing and relaxation areas, photo points, etc opportunities identified



EXTERIOR

Urgent	Acceptable	Perfect	
			BUILDING
-1...0...1			Well maintained and windows clean
-1...0...1			Strongly branded and character filled
-1...0...1			Creative signage readable and welcoming
-1...0...1			Entrances and exits clearly defined
-1...0...1			Boundaries clearly defined (if attached to winery, house or other facilities)
-1...0...1			Interpretive signage for heritage features, etc
-1...0...1			Adequate lighting for after hours access
-1...0...1			Visible signs of life
-1...0...1			Separate deliveries entrance
			ENTRANCE TO CELLAR DOOR
-1...0...1			Easy to locate from car park and other facilities
-1...0...1			Creative branded welcoming statement
-1...0...1			Access via covered walkway in harsh climates
-1...0...1			Door that is welcoming and appealing to open
-1...0...1			Glimpses or framed views of what is happening inside
-1...0...1			Safe access for disabled, seniors, children, groups
-1...0...1			Separate group entrance if applicable
-1...0...1			Staff can see people coming in
			SPECIAL FEATURES
-1...0...1			Branded and characteristic interactive activities: <ul style="list-style-type: none">• Barbecue and picnic facilities• Nature walk• Children's playground• Sculpture/outdoor art• Sensory or native garden• Educational activities• Experimentation space• Entertainment facilities• Other (list here).....• Other (list here).....



INTERIOR

Urgent	Acceptable	Perfect	INTERIOR AND AMBIENCE
-1...0...1			Foyer area (if space allows)
-1...0...1			Brand character tangible and engaging
-1...0...1			Engagement of senses (music, aroma, visual appeal)
-1...0...1			Strategic use of space (intimate, spacious, etc)
-1...0...1			Storytelling strategy implemented
-1...0...1			Welcoming and inviting
-1...0...1			Staff can see people coming in
-1...0...1			Area for visitors to wait when tasting area is full
-1...0...1			Acoustics designed to aid conversation
-1...0...1			Layout and traffic flow logical and avoids bottlenecks
-1...0...1			Walkways free from obstructions
-1...0...1			Clear directional signage
-1...0...1			Connectivity to other facilities and outdoor areas
-1...0...1			Focal point (display, fireplace, furniture, etc)
-1...0...1			Relaxation areas brand appropriate (couch, coffee table, reading material)
-1...0...1			Photographs, art works displayed and captioned appropriately
-1...0...1			Windows clean
-1...0...1			Merchandise professionally presented, packaged in line with brand & quality
-1...0...1			Merchandise selected and displayed to the best advantage of your product
-1...0...1			Merchandise displayed to engage and encourage purchasers
-1...0...1			Theft minimisation practices employed
-1...0...1			Mandatory exit signs installed and maintained
-1...0...1			Emergency procedures displayed appropriately
-1...0...1			Floor surface safe and functional (wheelchairs, prams, high heels, thongs)



INTERIOR

Urgent	Acceptable	Perfect	
			TASTING AREA
-1...0...1			Mandatory Liquor Licensing information clearly displayed
-1...0...1			Public/staff boundaries clearly defined
-1...0...1			Allowance for natural movement of staff within brand style
-1...0...1			Areas within public view clean and tidy
-1...0...1			Clean surface areas on and behind bar
-1...0...1			Creative tasting notes, order forms etc provided in a branded style
-1...0...1			Dispatch information provided
-1...0...1			Distribution information available (domestic and international)
-1...0...1			Clean tasting glassware (chip, crack and lipstick free)
-1...0...1			Tasting stock clearly defined and enticingly displayed within health standards
-1...0...1			Products enticingly displayed for purchase by visitors
-1...0...1			Adequate lighting and background surface for wine evaluation
-1...0...1			Water and spittoons available
-1...0...1			Bar height comfortable for staff to pour from and visitors to lean on
-1...0...1			Section of bar accessible for disabled visitors
-1...0...1			Bar stools well maintained and functional (if applicable)
-1...0...1			Proximity of tasting stock to service area
-1...0...1			Slip free surface behind bar
-1...0...1			Appropriate wine temperature control (ice/fridge)
-1...0...1			Glass washing and storage facilities
-1...0...1			Polishing cloths (access and storage)
-1...0...1			Point of sale accessible and outside of bottleneck tasting zone
-1...0...1			Space for administrative tasks and paperwork
-1...0...1			Interpretive and storytelling display at varying levels, heights and details
-1...0...1			Atmosphere that evokes an ideal situation to consume your product
			CHILDREN'S AREA
-1...0...1			Clean and safe surface areas
-1...0...1			Toys and other objects clean and functional
-1...0...1			Separate from tasting area (but small children within view)
-1...0...1			Safety rules clearly displayed and acknowledged by parents



INTERIOR

Urgent	Acceptable	Perfect	
			SALES AREA
-1...0...1			Clearly defined from tasting area
-1...0...1			Directly connected with retail display area
-1...0...1			Cash register or point of sale terminal secure from public
-1...0...1			Payment options clearly stated
-1...0...1			Order forms and despatch information available
-1...0...1			Mailing list and wine club information provided
-1...0...1			Selection of packaging visible
-1...0...1			Point of sale material and merchandise displayed appropriately
-1...0...1			Pricing and incentives clearly articulated
-1...0...1			Browsing area with appealing product display
-1...0...1			Ability for customers to touch the product, pick up packaging
-1...0...1			Interpretive and storytelling display at varying levels, heights and details
			AMENITIES
-1...0...1			Washroom entrance not straight off main foyer
-1...0...1			Clearly signed for men, women and disabled
-1...0...1			Characteristic of brand style
-1...0...1			Consider incorporating child changing facilities
-1...0...1			Sufficient for likely volume of visitors, council and liquor licensing
-1...0...1			Clean and well ventilated
-1...0...1			Brushes provided
-1...0...1			Waste disposal units installed
-1...0...1			Sufficient supplies of toilet paper, hand towels, tissues, etc
-1...0...1			Mirror and vanity area provided
-1...0...1			Soap dispenser
-1...0...1			Basins clean and well maintained
-1...0...1			Taps functional, pressure regulated and drip free
-1...0...1			Hooks behind doors for jackets, bags, etc
-1...0...1			Consider extending music to amenities area
-1...0...1			Brighten with fresh flowers, pot pourri, etc characteristic of brand
-1...0...1			Adequate drainage in event of overflow
-1...0...1			Adequate lighting



EXIT

Urgent	Acceptable	Perfect	
			PACKING AND PARCEL PICK-UP
-1...0...1			Branded product packaging for transportation
-1...0...1			Packing area close to point of sale
-1...0...1			Visual connection between packing, office, point of sale and tasting spaces
-1...0...1			Parcel pickup area close to point of sale / parcel loading strategy in place
-1...0...1			Storage of sack trucks for customer use
-1...0...1			Minimise change of level between purchase and carpark spaces
-1...0...1			Parcel pickup area characteristic of brand
			EXIT
-1...0...1			Exit path clear and accessible
-1...0...1			Creative directional signage to the carpark
-1...0...1			Exit characteristic of brand
-1...0...1			Memorable final experience that evokes your story
-1...0...1			Memorable final experience that evokes an ideal situation to consume your product
			HAVE YOU CONSIDERED...?
-1...0...1			Planning your visitor's pathway to reveal parts of your story and build curiosity
-1...0...1			What kind of experience is right for your brand character
-1...0...1			Telling your story on various levels to interest all your visitors - children, elderly...
-1...0...1			Offering other activities on site
-1...0...1			Partnering with other businesses to offer complimentary products or services
-1...0...1			Diversifying your offerings to make better use of resources (cross staffing, use of spaces and offerings during low season)



TIME TO TAKE ACTION!

S2 Architects are not your average design team. We specialise in tourism because we love it - we live and breathe tourism and we have a network of connections as well as insight into the industry because we spend so much time digging around behind the scenes. It is our delight to be able to provide you the latest information about how buildings can attract visitors, meet and exceed demand and drive growth for your business, and connect you with a team of people who can help bring it all together.

Need help to design your space and place?

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NEED HELP?

Let's just start with a coffee

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