



# Savvy Cellar

## **Savvy Cellar Wines and Mountain View Train Depot Proposal to Public Works Department, City of Mountain View, CA**

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## 1.0 Introduction

Savvy Cellar Wines ([www.savvycellar.com](http://www.savvycellar.com)) is a locally owned and operated hospitality and retail business. Its current owners, Jennifer Ayre and Brent Harrison, have established a thriving and positive contribution to the Mountain View community. Savvy Cellar remains unique in its business model by making wine approachable and affordable for a variety of customers. The wine bar is staffed by certified wine professionals, who are there to ensure the wine buying experience is fun, educational, and rewarding. The Train Depot's unique location allows for a natural bridge between CalTrain, and the restaurants and shopping downtown. Savvy Cellar has injected vitality into Centennial Plaza and has established itself as a popular place to visit for locals, the high tech professionals, and anyone enjoying all that downtown Mountain View has to offer.

## 2.0 Savvy Cellar Wines Business Summary

### 2.1 Mission & Business Overview

Savvy Cellar was founded with the mission of: *“helping people experience quality wines without having to spend “an arm and a leg.”*

This core concept has helped Savvy grow into a strong business with a loyal customer base, since its original wine opening in downtown Redwood City, California (2005). Holly Orchard was one of the original employees, and has remained part of the “Savvy Family” since the beginning. Savvy Cellar Wines is a California S Corporation. It would continue to operate under this structure with no anticipated changes to operations or the current employees. I am committed to preserving the Savvy Cellar mission so that the business will continue to thrive.

### 2.2 Core Concept – Wines of High Quality and Variety

Savvy Cellar currently features wines from all the great wine producing regions of the world. The wines are professionally tasted and selected by our sommelier staff. Wines are chosen based on their quality and their value. This, combined with a unique “try before you buy” concept, allows Savvy Cellar to take the guesswork out of wine shopping. Customers can purchase with confidence, knowing that they are purchasing great wine, that meets their expectations.

## **2.3 Product & Services**

### **2.3.1 Wine Bar & Retail Sales**

Customers of Savvy Cellar have come to expect a comfortable wine bar environment with knowledgeable and personable service. Savvy Cellar currently offers approximately 40 wines by the glass. The choices are broad and international to reflect the variety of customers who enjoy the venue. The wine bar menu changes every month so customers always have the opportunity to try something new. In addition to wine, Savvy Cellar offers a delicious menu of light food items that complement wine – including artisan cheeses, charcuterie, flatbreads and scrumptious desserts. Customers can also purchase these great wines to take home, or to a special occasion. The simple, straightforward merchandising, consistent pricing and labeling information and knowledgeable staff make Savvy a unique wine shop. Certified wine professionals are on staff, striving to make the wine information accessible and fun regardless of the customer's familiarity with wine.

### **2.3.2 Wine Education**

Savvy Cellar has established itself as the leader in adult wine education on the San Francisco Peninsula. We hold regular classer on topics such as:

- 1 Wine Tasting for the Wine Challenged
- 2 Food & Wine Pairing
- 3 All About Bubbles
- 4 Wine Tasting events focused on a special wineries and regions

The Savvy staff attend regular meetings to continue their own wine education as well. This allows every customer interaction to be a potential learning experience in a relaxed atmosphere. This is a tradition that will continue under new ownership.

### 2.3.3 Private Events

Savvy Cellar has become a very popular location to hold a private event ([savvycellar.com/events](http://savvycellar.com/events)). It has hosted companies, nonprofits, civic organizations, alumni groups and personal celebrations.

The Mountain View Train Depot is very popular with individuals and organizations looking for a unique and memorable private event. Events can be organized around a special interest or price point, due to the range of our offerings. Whether it is a pre-dinner wine reception, or it's own event, Savvy has proven to be a popular gathering spot for all occasions.

### 2.3.4 Winery and Wine Tasting Events

Savvy Cellar strives to find unique and interesting wines both internationally and locally. Savvy currently hosts tasting opportunity events not only for local wine makers, but for professional representatives of the best producers. These special opportunities would continue to be offered under the new ownership.

## 2.4 Marketing

Savvy Cellar has been successful in marketing its current location in Mountain View. The high visibility of the outdoor patio, a social media presence, and ongoing customer satisfaction has developed a diverse following, reflective of the Bay Area communities it serves. The patrons enjoy Savvy Cellar as inviting, inclusive, and comfortable not a place exclusively for "wine snobs."

Marketing Savvy Cellar always starts with the core value proposition: High quality wines sold at a variety of price points by a knowledgeable staff. This, along with the combination wine bar & wine shop, is unique in the market, and forms the basis of our competitive differentiation.

Continuing marketing for Savvy Cellar will include programs such as:

1. Leveraging our current location and customer base to generate word-of-mouth
2. Email marketing to our 3,000+ person mailing list

3. Public relations outreach to local and regional media
4. Online and Social Media campaigns on CitySearch, Facebook, Twitter, Google, Yahoo, Yelp and other listing guides
5. Direct marketing to event planners, concierges and local corporations
6. Networking through local business groups and the Mountain View Chamber of Commerce

## **2.5 Operations**

Holly Orchard would function as the Mountain View location's Manager and lead wine server for the first year of operation under her ownership. An Assistant Store Manager would then be promoted from within the staff. Savvy Cellar currently has 4 additional qualified wine staff to help run the operations. One of the long time staff members has also been a long time friend of Holly's. They have worked successfully together throughout the years, promoting a passion for wine and the ongoing education of Savvy's customers. There are also 2 staff members dedicated to food service. Holly Orchard plans on retaining all of the current staff members to make the transition as smooth and successful as possible. Savvy Cellar will leverage its existing processes and systems to run the business. This includes the current Point of Sale (POS) and inventory management system that allows management to identify best selling products, forecast demand, manage cash flow, foster effective supplier relationships and optimize profitability. The current staff is well versed in the daily operations, the POS system, and the expectations for executing and maintaining Savvy's core concepts.

## **2.6 Finances**

Savvy Cellar is a California registered S Corporation, currently owned 100% by Jennifer Ayre and Brent Harrison. The new owner, Holly Orchard, will continue to run the business as an S-Corporation, purchasing the existing shares from the current owners. The business is currently self-financed 100%. Savvy Cellar generates a positive cash flow and continues to show profitability in all future projections. While there are no guarantees in business, Holly Orchard hired a commercial business analyst who has reviewed the probability for ongoing

success. All indications show that the Savvy business model is strong, and has the potential to continue being successful with the business model in place.

### **3.0 A Brief Biography**

My name is Holly Orchard and I have lived in the Bay Area for 24 years. I graduated from UC Santa Cruz with a B.A. in Psychology. I am married and currently reside in Los Gatos, CA. I would be the the company's President, Secretary and Treasurer upon transfer of the ownership. I am a Certified Sommelier (CS), confirmed by the Court of Master Sommeliers, with wine industry experience spanning more than 15 years. I was trained, educated and mentored by three Master Sommeliers before completing the certification process. I also completed a high intensity Wine Studies Course through the International Culinary Center, graduating in the top 10% of my class. I have established a supportive network of fellow sommeliers, wine educators, restaurant owners and wine directors ranging from Santa Cruz to San Diego, CA. My experience prior to purchasing Savvy Cellar Wines includes working for Byington Winery in Santa Cruz Mountains, working in the original Savvy location when it opened in 2005, and serving full time as a peace officer for Santa Cruz PD and Palo Alto PD. I received multiple commendations while working in both locations and have continued a positive relationship with both agencies. I understand the importance of good community relations, and the satisfaction of making a positive impact on a city.

### **4.0 On-going Vision for Train Depot & Centennial Plaza**

The Mountain View civic leaders who undertook the Train Depot and Centennial Plaza clearly had a vision for respecting Mountain View's history and providing an attractive and inviting "bridge" between the commuter center (CalTrain and VTA Light Rail) and downtown. The proposal to purchase Savvy Cellar Wines in the Train Depot intends to continue to build on that vision. I am committed to contributing an energetic, inviting and vibrant business that brings life and vitality to the Train Depot, Centennial Plaza and Downtown Mountain View.

The outdoor seating continues to be a popular draw to the area. There are no plans to alter the appearance or change the size of the outdoor seating area. The current look of the seating, outdoor lighting, umbrellas, and landscaping will remain intact under my ownership.

Finally, this change in ownership can be viewed as a “passing of the torch”. It is an exciting opportunity for one innovative business woman to leave Savvy Cellar in the hands of another aspiring business woman, whom she has personally mentored. Jennifer Ayre and I have always believed in Savvy Cellar’s ability to create a positive experience for anyone interested in wine. The hope is that this shared vision can continue.

## 5.0 Summary

I am extremely interested in continuing Savvy Cellar’s partnership with the City of Mountain View. I believe in the current owner’s vision and business model, and I am honored to have the opportunity to continue these traditions. I am dedicated to preserving what has been established as a unique, locally owned, professionally operated hospitality and retail business in the Train Depot. If given the City’s approval, I hope to become part of the reason people spend their time in downtown Mountain View. I look forward to working with the City of Mountain View, to ensure that this thriving fixture continues to delight and welcome the patrons of the downtown area.

*Paula Orland*

