

# VINO VOLO



*Discover great wines*

A PARADIES LAGARDÈRE COMPANY

An elevated airport experience



Our Expertise.

Your Personal Experience.

Our Vino Volo concepts create a place to indulge in hand-selected wines and gourmet food, unwind in a welcoming atmosphere, and elevate your journey.

We commit to delivering a personal experience for each guest.

“Love Vino Volo.  
It’s my airport port  
in a storm.”

*Guest and Vino Volo  
loyalty member*



# Options for a Variety of Tastes

The award-winning Vino Volo has long been the preferred wine option of airport travelers for a variety of reasons. **Our combination of superior wines, knowledgeable and well-trained associates, undeniable hospitality and engaging atmospheres** have elevated us to the leading airport wine bar concept in North America.

We have also expanded on this concept to include two **new options - a gourmet market and a craft beer offering**. Our new concepts will attract new guests to the Vino Volo brand, as well as expand the selection for our loyal patrons.

Building on our exceptional reputation for quality service and hospitality, we bring the same dedication to **associate training and education** to our new concepts. Our highly-trained associates deliver on our promise of guest satisfaction.

Our designs welcome our guests into a **comfortable, warm atmosphere** sneaking them away for a much-needed indulgence. Whether traveling for business or get-away, our guests know that an exceptional experience awaits them.



# The Vino Volo Experience

Offering 47 locations across North America, Vino Volo creates customized wine experiences by the taste, glass, or bottle tailored to each guest. Whether it is wine, food, service or design, Vino Volo is committed to quality in every aspect of our business. Whether a wine lover for years or new to the experience, we guide each guest to wines and pairings catered to their personal tastes.



## 47 stores, 34 airports

We deliver these personal and memorable guest experiences with a focused and superior approach in every facet of the guest's encounter.



### Our wines: Superior quality and variety

Vino Volo features a wide selection of hand-picked wines that changes throughout the year, keeping our offerings fresh and our guests intrigued. Our knowledgeable wine associates make recommendations that will appeal to their individual tastes and preferences.

### Supporting the local region

In addition to the most diverse selections from nationally-known wineries, we also support the regions surrounding our airport locations by featuring wines from regional, boutique, and local wineries. Unknown to most is the fact that all 50 states produce wine, and we represent as many as we can.

## Uniquely Vino Vino: The wine flight

We are the only airport wine bar that specializes in wine flights and retail bottle sales.

Our concept focuses on tasting flights so guests can try a variety of wines in a sophisticated and comfortable setting. Flights are served atop our proprietary tasting sheet, telling the story of each wine and the nuance of the taste.

- **Core Flights:** While the wines change, our four flight themes always remain the same. The flights showcase the most popular grape varietals.
- **Discovery Flights:** Showcasing lesser known wine varietals and styles, these four flights allow our guests to delight themselves with something new.



| NAPA VALLEY  | MENDOCINO COUNTY  | SONOMA  |
|--|---|---|
| WINERY: Védette<br>GRAPE: Merlot<br>WINE: Napa Valley<br>YEAR: 2007  | WINERY: Meyer Family Cellars<br>GRAPE: Syrah<br>WINE: Yorkville Highlands<br>YEAR: 2001   | WINERY: Mauritsen<br>GRAPE: Zinfandel<br>WINE: Dry Creek Valley<br>YEAR: 2009   |
| <b>Black Cherries &amp; Spice Box</b><br>Characteristic aromas of black cherry and wild raspberry are accented by complex notes of toast and spice box on the palate. Supple tannins round out the finish. | <b>Wild Berries &amp; Spice</b><br>The fragrant nose offers up a bouquet of wild berries, dried herbs, and spice. A dollop of tulle. Syrah adds ripe tannins and structure. | <b>Blueberry Cobbler &amp; Sweet Oak</b><br>Ripe, juicy fruit of blueberry cobbler meets notes of sweet oak and cracked black pepper in this dark and jammy, yet structured wine. |
| VINO VOLO<br>\$27 bottle   | VINO VOLO<br>\$29 bottle  | VINO VOLO<br>\$39 bottle  |

CALIFORNIA KINGS

We're intentional about bringing people together through local gourmet food, wine, and beer. We have authentic conversations that create unique experiences so all our guests can learn and enjoy as they taste.

## Retail sales

Travelers can shop our wine selection finding their favorite varietals and wineries taking them home or enjoying them on the plane. Our retail sales are a strong attraction for many travelers.

“The retail wine selection at Vino Volo is the best I've ever seen. I will be back the next time I fly.”

Rick B., Florida

# Growing the Brand

## Gourmet Market: A fresh new option by Vino Volo

A boutique concept, our Gourmet Market was driven to fruition by airport and traveler's desire to have higher-quality options and bottled wine sales. Each market extends an invitation to personalize an assortment of local wine, cheese, and finer foods creating a sophisticated sense of place. Guests can leisurely shop or enjoy our fare at one of the tables tucked away from the hustle and bustle.

This concept offers a true market experience as guests can choose from a wide selection of:

- Coffee and breakfast options
- Grab-and-go, including salads and local artisanal gourmet
- Fresh and healthy items like hummus, carrots and seasonal fruit
- Refreshing beverages such as sparkling water, fresh juices, Kombucha and other popular options

A range of specialty retail items are curated from local artisanal providers and may include olives, olive oil, vinegars, jams, spices, cheese, and cured meats.





“The Gourmet Market concept is a customizable offering that can be branded to the region. With locations such as Taylors Market at SMF and Verdi Market at RNO, this has already proven to be a successful and embraced concept in the airport community.”

### Craft beer

Catering to our guests' love of culinary adventure, we have sought out the finest locally-brewed craft beers to augment our wine selection, while maintaining our high standards for excellence.

The long-held tradition of brewing beer has had a resurgence with craft beer delving into never-before-tried recipes and creative approaches to new flavors. Every city has their unique clique of craft brewers that we introduce to our guests – giving them yet another reason to choose Vino Volo.

Our bottled wine and beer selection is a popular option for travelers.



# The Vino Volo Difference

The true reason for Vino Volo's position as the airport market leader in North America is the knowledge, hospitality and passion delivered by our wine associates and staff.







## Training

Our rigorous training program is the foundation for our service. All associates complete the training program providing a deep knowledge of wines, craft beer, and gourmet pairings and their unique qualities. It is the sharing of this knowledge that connects us with our guests and sets us apart.

## Annual retreat

Each year the company sponsors a wine training retreat to a major wine region for employees who have been with Vino Volo for more than one year.

## Plant and Grow

We pride ourselves on promoting from within and developing all of our associates through our Plant and Grow Associate Development Program. Every Vino Volo General Manager and Regional General Manager is a former associate, and our Vice President of Operations is a former General Manager and Regional General Manager.

AXN Food Operator  
with the Highest  
Regard for  
Customer Service,  
11 consecutive  
years





## Innovation Beyond the Wine

### Atmosphere

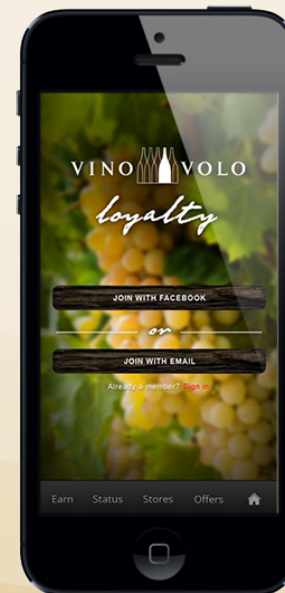
Vino Volo is the destination whenever our guests need to unwind from their hectic business travel or start their vacation off on the right foot. We offer a calm place to tuck away in a corner to enjoy a break, or a livelier option at the bar interacting with fellow travelers and our hospitable wine associates.

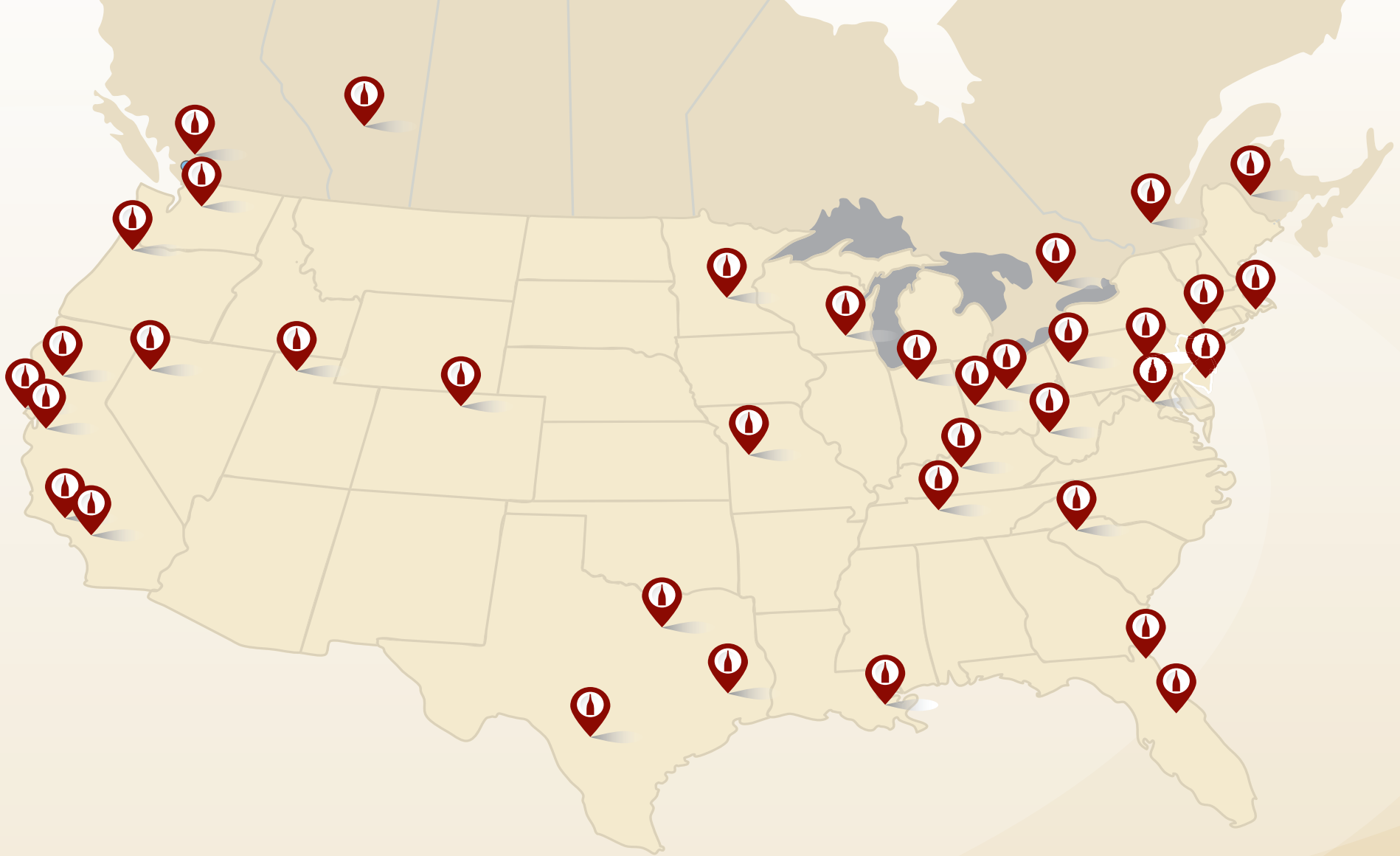
### Loyalty app

Our guests are dedicated to Vino Volo with more than 160,000+ members on our loyalty rewards app. Members are treated to exclusive experiences and offers every time they visit.

### Innovation

We keep the brand fresh by offering complementary concepts that expand and build on our demographic appeal. With the addition of our farm-fresh gourmet markets and local craft beer, we are truly a one-of-a kind local indulgence.





47 stores  
34 airports

|     |     |       |       |     |     |     |       |
|-----|-----|-------|-------|-----|-----|-----|-------|
| AUS | CMH | EWR   | LAX   | OAK | SAT | SNA | YYC   |
| BNA | CVG | GSP * | MCO * | PDX | SEA | STL | YYZ * |
| BOS | DEN | IAD   | MKE   | PHL | SFO | YHZ |       |
| BWI | DFW | JAX   | MSP   | PIT | SLC | YUL |       |
| CLE | DTW | JFK   | MSY   | RNO | SMF | YVR |       |

\* Coming soon



*Discover great wines*

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