

HIP TASTES

shop til you drop

Lucky for you, happy shopper, there are a growing number of options available for you to find your favorite wines. We've broken this down into a few helpful sections so that you can quickly and easily find exactly what you're looking for, then get on your way to tasting! Here are the sections:

- ◆ internet
- ◆ wine stores
- ◆ supermarkets
- ◆ clubs/warehouses

internet

For starters, there's really no better place than the Internet to find wine these days. That is, unless you live in one of the few remaining states that prohibit inter-state wine shipments. Be sure to check with any Internet retailer the first time you purchase online to make sure your state is ok with receiving shipments across state lines. Wine.com maintains an up-to-date listing of all states' rules, so that's a great place to double check.

So, where to go? Here's a list of our fav wine e-stores:

e-tailer	web address	why we like it
Wine Access	www.wineaccess.com	This is hands down the web's best resource for wine. Enter your zip code and wine of choice and you'll get a list of retailers near you carrying your wine. If they don't have it, you'll get listings for retailers that will ship it to you. A+!
K&L	www.klwines.com	The etailing arm of this San Francisco establishment is one of the all-time best online shopping experiences, with a great Advanced Search function that allows you to see quantities remaining on-hand. The best prices in San Francisco, and great customer service. Highly recommended.
Wine.com	www.wine.com	No listing of wine etailers would be complete without wine.com, which while rather bland in terms of personality offers a large selection of wines in convenient categories like "wines under \$15".

HIP TASTES

Wine House	www.winehouse.com	A West LA institution, this place isn't a house it's a warehouse. Their online site is well stocked as well, and helpful salespeople are adept at taking sales orders and shipping. Totally newbie wino friendly, <i>and</i> good prices. Love it.
Wine Monger	www.winemonger.com	This site is fabulous but very specific: they only feature Austrian wines. For the connoisseur or for the adventurous, though, this site is a treasure trove of information and rare and interesting wines. Great prices to boot. Worth a look-see for sure.

wine stores

Wine stores are incredibly personal and, for obvious reasons, neighborhood- and city-specific. However, since this site is West-coast centric, we've provided some of our favorites in Los Angeles and San Francisco. Note to those from out yonder: inquire with trusted wait staff or sommeliers at your favorite restaurants for their favorite local wine stores. You'll be surprised how easy it can be to plug into this scene through a simple inquiry with a trusted wine source.

And, with no further ado, here's a list of our fav wine stores:

store	snail address	why we like it
Arlequin	384 Hayes St. SF, CA 94102 415-863-1104	Adjacent to famous SF brasserie Absinthe, Arlequin is a tiny wine shop that packs a big punch with its interesting selection of wines from around the world, with an emphasis on Europe and California. Wine buyers on hand are knowledgeable and unafraid to spend lots of time with visitors.
K&L	638 4th Street SF, CA 94107 415-896-1734	Brick and mortar home to one of the great online wine shops, K&L is a low-frills warehouse with great prices and a fabulous selection of wines from everywhere imaginable. If it's interesting, they've got it, and their staff that specializes in specific areas is awesome.
Mel & Rose	8344 Melrose Ave. LA, CA 90069 323-655-5557	A cozy wine shop in the heart of LA where trend mavens can break from shopping at Fred Segal to pick up a bottle of Prosecco or whatever vinous delight tempts them that day. Virginia Madsen did a tasting room here in their amazing adjacent tasting room

HIP TASTES

		– not to be missed! Fab location.
Wine House	2311 Cotner Avenue LA, CA 90064 310-479-3731	A West LA institution, this place isn't a house it's a warehouse. Helpful salespeople are totally newbie wino friendly, <i>and</i> they've got good prices. Love it. Check out their regular wine classes in the newly remodeled tasting room upstairs.
Silverlake Wine	2395 Glendale Blvd. LA, CA 90039 323-662-9024	Owners George, Randy and April are super sweet and make any trip to this tiny but sleek wine shop a total pleasure. Specializing in off-the-beaten-path wines (you're likely to find organics here), this place hosts tastings thrice weekly to which fashionable east Angelenos flock.

supermarkets

Bummed about picking up wine in supermarkets? So are we. There's no easy way to put this, so we'll be blunt: supermarket wine selections generally suck. Focused almost exclusively on mass-produced wines from the usual suspects of regions (Napa, Central Coast, SE Australia, blah blah), supermarkets are victims of their own mass distribution networks that favor big producers. But take heart: they aren't all bad. Here we list the best of the, well, worst places to buy wine.

Drum roll, please:

supermarché	geographic hub	why we (sort of) like it
Bristol Farms	So Cal	This Southern California gourmet food chain does a good job featuring a broad, if not very deep, selection of wines from around the world. They're quite good for specialty and high-end selections, though, and always have a good amount of quality whites in all price ranges chilled.
Pavillions	So Cal	The high-end version of Vons market, Pavillions is owned by Safeway. Like any upscale market, Pavillions offers a semi-decent wine selection. Your best bets are sparklers and big California producers; don't expect to find any "rare" imports here.
Ralph's	So Cal	Kroger's owns this sort of upscale supermarket that offers a surprisingly decent selection of wines from around the world. Again, nothing really rare here, but they have a fairly good selection of

HIP TASTES

		Champagne and run specials on popular wines often, so you can usually find a decent bottle of something for under \$15.
Safeway	nationwide	Safeway generally does a good job with wine for a large supermarket. Inventory varies by location, but in San Francisco quality offerings like Benton Lane Pinot Noir and Montes Chilean Merlot can be had, along with reliable names like Murphy Goode, Bogle, and Louis Jadot.
Whole Foods	nationwide	Apparently the world's leader in organic food sales, Whole Foods has a decent wine selection. Like all markets, products vary by location, but you're guaranteed to find wines from around the world, although the prices reflect the chain's overall pricey rep. Like Bristol, broad does not equal deep here, but they get a B for effort.

clubs/warehouse

Eeexcellent, we find ourselves saying whenever we roll into a Costco these days. The wine selection keeps getting better, and the price is nice. With an always revolving selection of worldly wines, some good, some not so good (but always a deal!), warehouses and club stores are bound to give everyone something to get excited about, although you may not get lucky every time (sort of like gambling). But, for the dedicated deal seeker, this is definitely the way to go.

So what's the low down?:

warehouse/club	geographic hub	why we like it
Costco	nationwide	Who wouldn't love a place you can buy tennis balls, chewing gum en masse and vino all in the same trip? Costco features high end Bordeaux and Champagne alongside grape glut progeny and everything in between, all at amazing prices. Only downside: that annual membership fee. Doh!