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Alpinist & the Goat Grille & Fondue

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Topic: Corkage

Corkage represents a significant opportunity to boost sales at Colorado restaurants, and the reasons are quite evident. Instead of purchasing a bottle of mediocre wine from our selection, patrons have the option to bring their own bottle, for which we'll charge them the equivalent of the least expensive wine on our menu. This opens up a world of possibilities, allowing them to savor a cherished 1973 Chateau Lafitte Rothschild that they've been safeguarding since the legal troubles of a decade ago or those special bottles set aside since their wedding a quarter-century ago.

Our constraints are twofold. First, our physical space limits us from maintaining a substantial wine inventory. Second, even after nearly a decade in operation, our wine list hasn't yet reached a considerable size. While we might dream of a future where our wine cellar is well-stocked and we can command premium prices, as a cozy, intimate restaurant, it's more prudent to offer a diverse range of reasonably priced wines that we know will find eager buyers over the next few years. This approach prevents us from investing in first growth Bordeaux that would likely remain hidden in our basement storage indefinitely.

Moreover, we can leverage corkage as a persuasive selling point during the reservation process. This way, we're virtually assured of selling a bottle, as opposed to having diners opt out because they're hesitant to spend \$100 on a bottle when they could bring their own for just \$25. For a mere \$45 more, equivalent to the cost of our least expensive wine, they can indulge in a delightful bottle of their choice for a total of \$70, a significant savings compared to not purchasing at all. This strategy effectively transforms a table for two into a table for four, and our gratuities naturally reflect this enhancement in the dining experience.

In essence, corkage not only benefits our customers by offering them greater flexibility and value but also serves as a clever revenue-boosting tactic for our restaurant, aligning perfectly with our ethos of providing quality and affordability in a warm and inviting setting.