

Tannin Wine Bar & Kitchen

1526 Walnut Street
Kansas City MO

Opened February, 2011. (all
Tannin Photos by Jenny Wheat)



Tannin Wine Bar & Kitchen

- 1526 Walnut Street KCMO (about 3 blocks from The Sprint Center, 4 blocks from The Kaufman Center for Performing Arts)
- Approximately 150 seats, 20 bar seats and 40 seat patio
- Operates 7 days per week, with kitchen and bar serving until 1:00 am

The restaurant business is a location based business.

The wine business is a destination based business.



Tannin's Wine Mission

- Buy and sell wines from independent, farmer-winemakers (vignerons)
- Buy and sell wines that are handmade, with traditional techniques
- Buy and sell wines that are reflective of the vines and sites that produce them
- Buy and sell wines that are unique to the places that grow them
- Buy and sell wines that compliment food
- Create and serve cuisine that compliments our wine offerings
- Maintain a relaxed and welcoming environment that encourages food and wine enjoyment

Promoting and Cultivating Wine Diversity isn't a goal as much as it is necessary, the primary insurance of survival and, hopefully, growth in our business

At Tannin, we aim to expand our
guests' palates through
repeated opportunities to
discover, expose and taste.

We work to create new contexts and formats for presenting wines. We know that most guests won't seek out a new wine experience without having repeatedly been presented with the opportunity, in a compelling setting. For many lesser known and obscure wines, we sell our last cases much faster than our first cases.



Connecting Wines: Producers to Consumers

- Direct to Consumer Business
- 3 tier distribution
- Direct distribution to on-premise, off-premise accounts
- Third space consumer opportunities: wine festivals, wine dinners, organizational and cross-promotional partnerships

Third Party Advocates

- Media
- Competitions
- Influencers
- Wine service professionals
- Collaboration and peer business advocacy

PERFECT PAIRINGS: TERRAVOX & GREEN DIRT FARM

Saturday, March 16, 2019
2:00 PM – 5:00 PM

Vox Vineyards
19310 NW Farley Hampton Rd, KANSAS
CITY, MO 64158, United States (map)



We are celebrating the perfect pairing of cheese and wine in an exploratory afternoon with Green Dirt Farm. Delight in a selection of locally crafted sheep's milk cheeses from Green Dirt Farm, regionally sourced charcuterie, and wines made from native grapes grown on our own vineyard estate here at TerraVox.

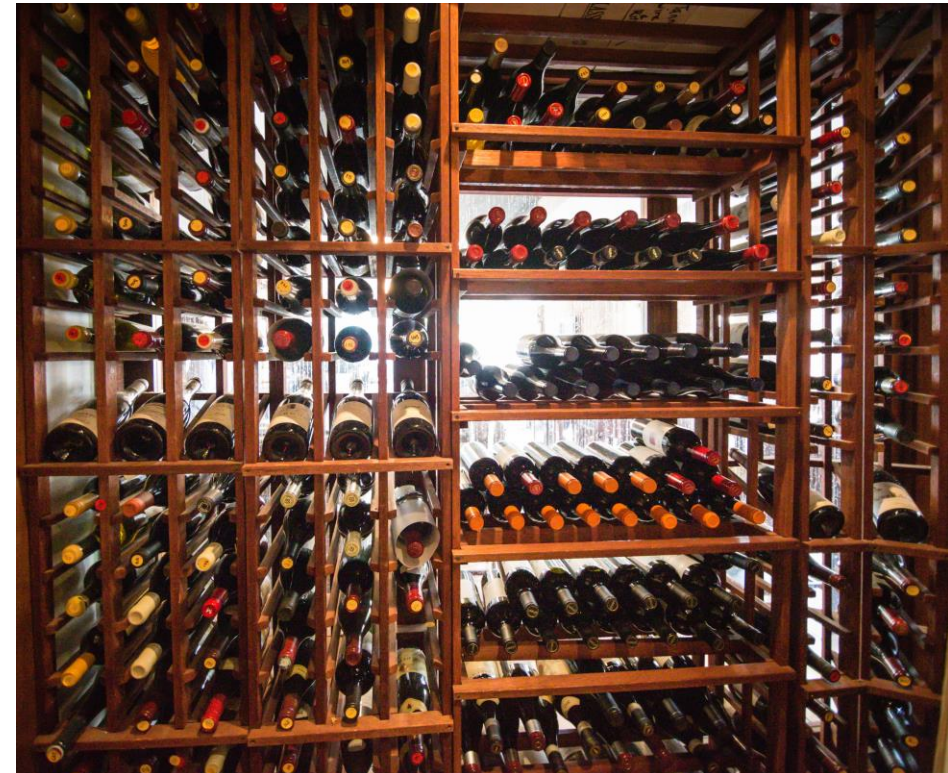
GET TICKETS

Expanding the wine program at Tannin

Wine List



Wine Cellar



Tannin's Wine List and Wine Sales

- 60 – 80 wines by the glass (4 pages)
- 500 – 600 wines by the bottle (20 pages, densely printed)
- 65% of wine revenue by the glass, 35% by the bottle
- 85% of wine revenue from BTG selections, 15% from BTB selections

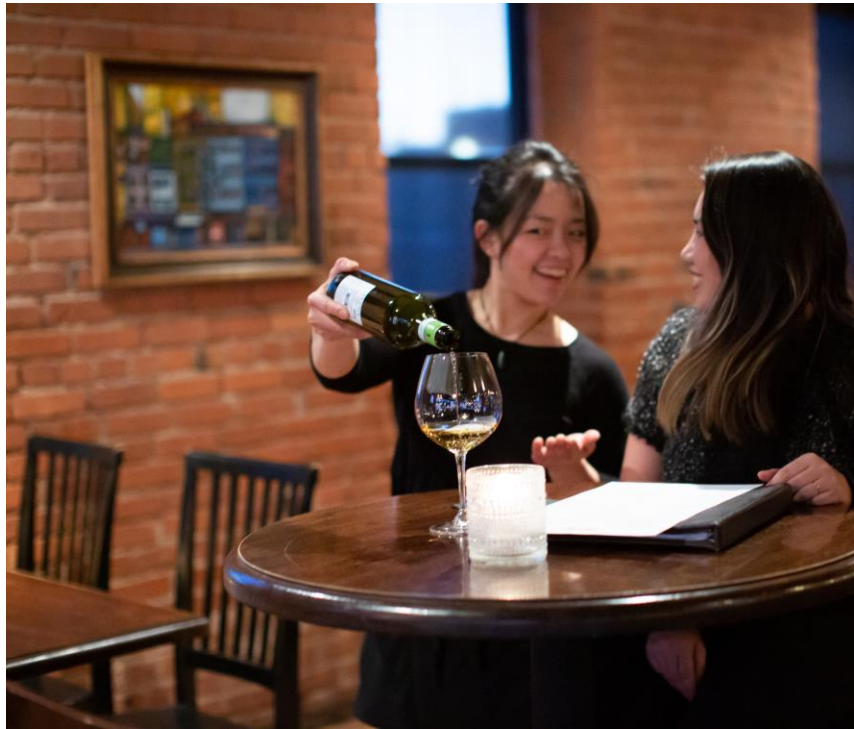
Improved By the Glass Lists are becoming standard for quality Restaurants

- Strong revenue centers
- Appeal to consumers with eclectic tastes and budgets, seeking variety, and manageable portions
- Flexibility in food and wine pairings
- Increased opportunity for staff education

Beyond by the glass at Tannin

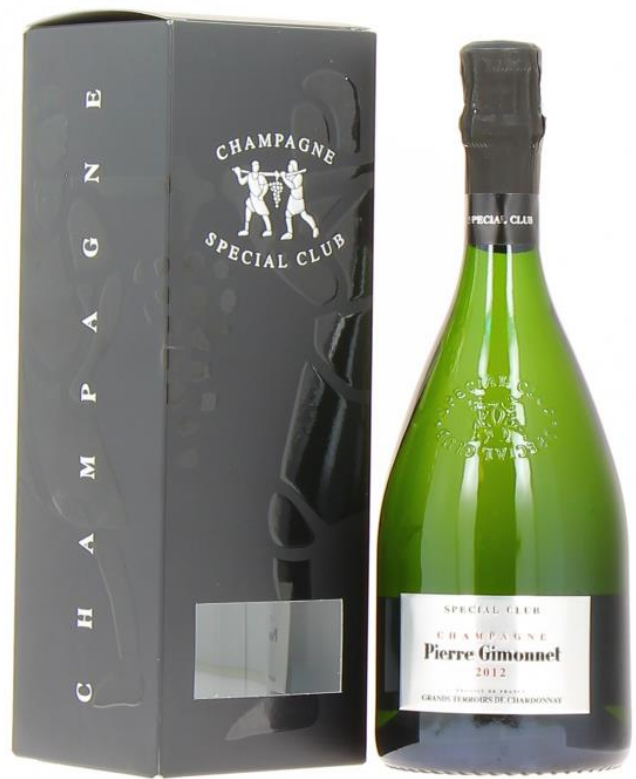
- Tasting Pours
- Feature Flights
- Late Night Pours and other Verbal Specials
- Wine Pairings
- Wine Clubs
- Wine Club Wednesdays
- Winemaker Tastings
- Wine Dinners

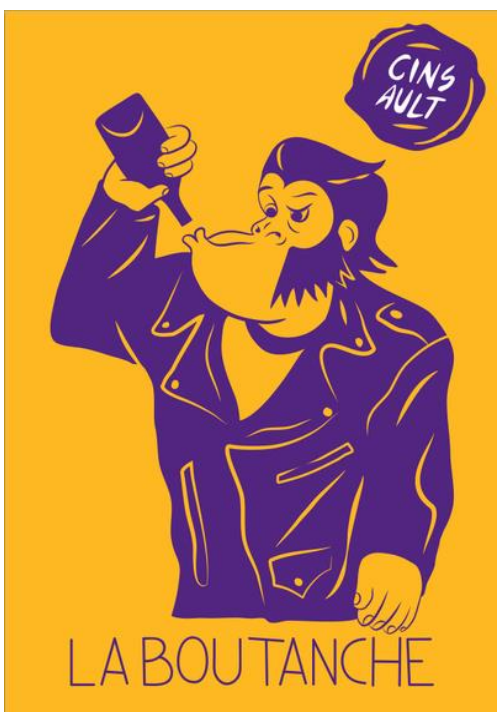
Staff education and service standards



Wine Trends: Past and Present, a selected representation of the last two decades

- New Zealand Sauvignon Blanc / New Zealand Style Sauvignon Blanc
- Freedom Fries and anything but French Wine
- Sideways: Central Coast Pinot Craze, “I am not drinking any () Merlot”
- Summer of Riesling
- In Pursuit of Balance
- Natural Wine / Raw Wine
- Everchanging formats: bottles, cans, boxes, kegs





Beyond Trends: Classic Wines with deep followings (at Tannin)

Over the last 9 years, we've noticed some similar characteristics among the producers that have developed strong followings among our clientele.



Foradori Teroldego

- Elisabetta inherited family estate in late 1970s, when her father passed away.
- Committed to the local Teroldego grape, against the trend of international varieties.
- Replanted vineyards to massale cuttings of oldest Teroldego vines.
- Experimented with French barrique aging and biodynamics before moving on with uniquely individual approach.



Chateau Musar – Bekaa Valley, Lebanon

- Third Generation Wine Estate
- Produces two flagship blends (red and white) each from a unique combination of varieties.
- Consistent in blend, approach, technique regardless of vintage conditions.
- Long aging wines with plenty of secondary complexity and character



Dashe Cellars – Alameda, California

- First Vintage 1996 (Dry Creek Valley Zinfandel)
 - Partners with small growers who farm as organically and naturally as possible and are willing to limit yields with an eye to quality over quantity
 - Known for concentrated, classic styles of wine with balance and fresh acidity that compliment food.
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The Five W's of Wine at Tannin

- What is the wine?
 - Where is it from?
 - Who made it?
 - When was it made?
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- How is it unique in the wine of world? How does it compare to other well known examples of wine? How is it best presented and enjoyed?