

## Wine Fixtures

Designed & Manufactured for WineStyles Franchisees

Storyland  
STUDIOS ™



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Congratulations on becoming a WineStyles Franchisee!

On behalf of the Storyland Studios team, we look forward to serving you by providing you with the highest quality retail merchandising fixtures for your store and the utmost in customer service throughout the entire design and installation process.

First, a little about us. With more than 20 years of hands-on industry experience, Storyland Studios is a leading designer, fabricator and manufacturer of many creative and design-intensive projects that can be seen in retail stores, hotels, amusement parks and many other venues throughout the United States.

The combination of our in-house technology and artistic talents successfully accomplish some of the most challenging projects and products available in the marketplace today. We invite you to view our portfolio on our website at [www.storylandstudios.com](http://www.storylandstudios.com) or visit our Southern California facility.

Bringing The WOW Factor to Your WineStyles Store:

As you know, customer service is a key to a successful retail business. On that same level, creating an exciting merchandising atmosphere is also extremely important. This is where Storyland Studios comes in. Our goal is create a top notch environment that brings the WOW Factor to your store, making a positive, lasting impression on your customers.

We Understand You Are Making an Investment in Your Store's Brand Identity:

This is an investment in your brand identity that will help sell your product for years to come! The fixtures we have created for WineStyles far exceed our competition in value, durability, quality and visual appeal. Each alcove is hand built and faux finished, giving every unit an "Old World" feel. Even our signage and table tops are hand aged. We invite you to compare the difference.

We look forward to working with you. Please feel free to contact me or John Beutz at 951.674.0998 x223 (email: [johnb@storylandstudios.com](mailto:johnb@storylandstudios.com))

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Harrington", written in a cursive style.

Mark Harrington  
President and CEO  
Storyland Studios



# Wine Alcoves

With a texture and feel one might see while walking the along the streets of Florence, our wine alcoves enjoy a true handcrafted look.

Bernardus  
Chardonnay - Monterey, California  
Aromas of apple, vanilla, clove and cinnamon, notes of tropical fruit and toasty oak. Balance toastiness with a full mid-palate and a long  
1921 3 "Great Full Flavored Chardonnay"  
Wine Club Price

# Alcoves

## Standard Alcove

Includes: Solid wood 14-ply. Stained front ledgers.  
8 - 2"x5" card holders with velcro and 22" base cabinet.  
44" (w) x 67" (h) x 16" (d)

## Hardwood Track

2" x 4". One per every 2 standard alcoves.

## Easel Style Card Holder

5 1/4" (w) x 2 1/2" (h) x 2" (d)

## 2" x 5" Style Card Holder

5 1/4" (w) x 2 1/8" (h) x 1/4" (d)

## HIGH IMPACT RESISTANT

A thick exterior shell of specially formulated Class 1 fire rated urethane coating is applied to the alcove. An expanded polystyrene foam is used as the core material of the alcoves. Storyland's alcoves have an extremely strong and thick urethane coating, creating a tough alcove and protecting from potential damage due to human and wine bottle abuse.

## NO FLAKING OR CHIPPING

Specially formulated paints absorb into the surface material so there is no need to worry about paint chipping or flaking.

## HAND SHAPED / TEXTURIZED

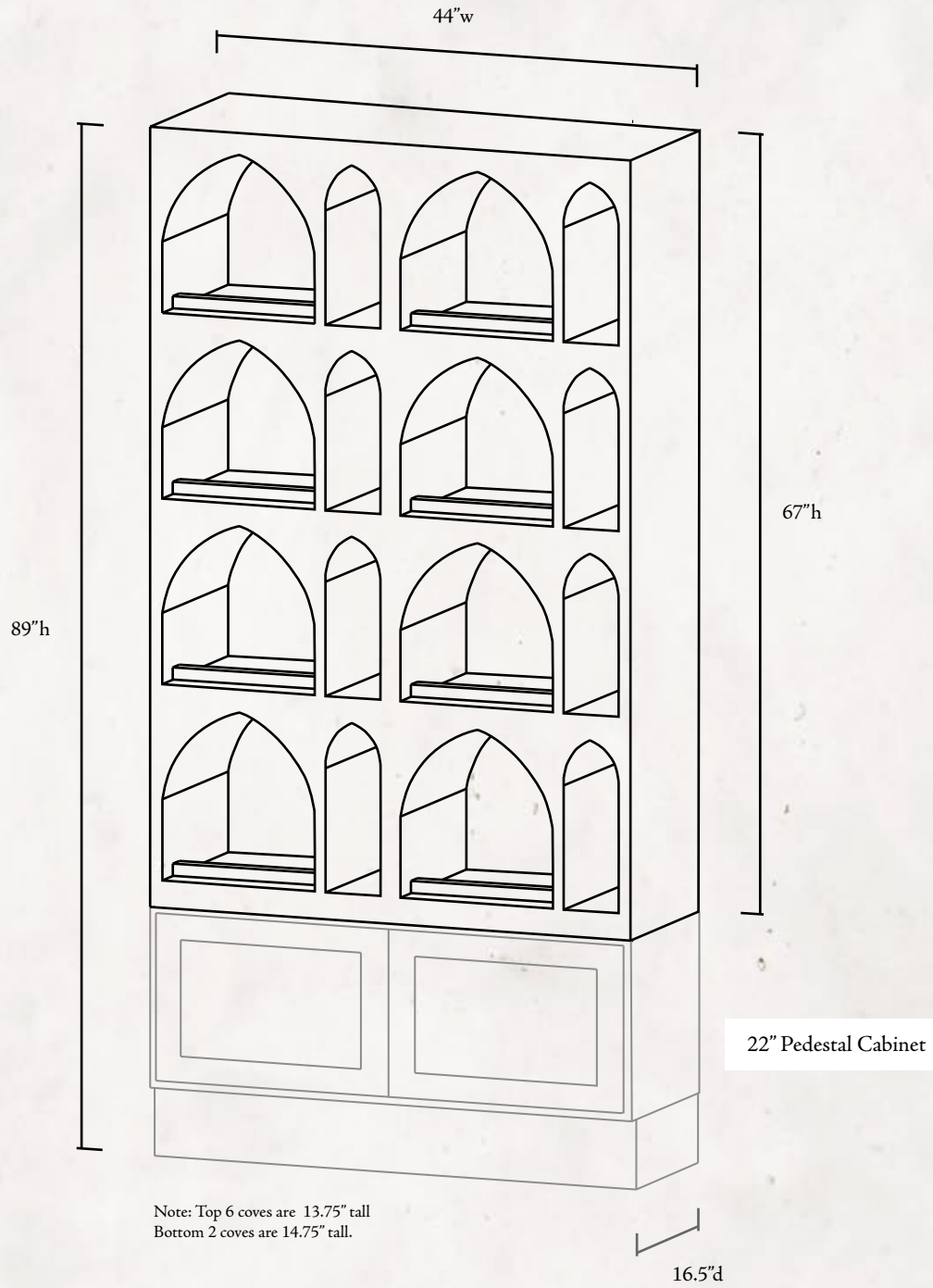
After each alcove is cut, our artists hand shape specific areas of the alcoves to give them a unique look that pulls them out of the "cookie cutter feel."

## HAND STAINED.

Hand staining with dark and light Tuscany browns gives our alcoves a traditional "Old World" look.



# Standard Alcove



# Inside Corner Units

**Inside Corner Curved Unit**  
32" (w) x 32"(w) x 89"(h)

**Inside Corner Angled Unit**  
32" (w) x 32"(w) x 89"(h)

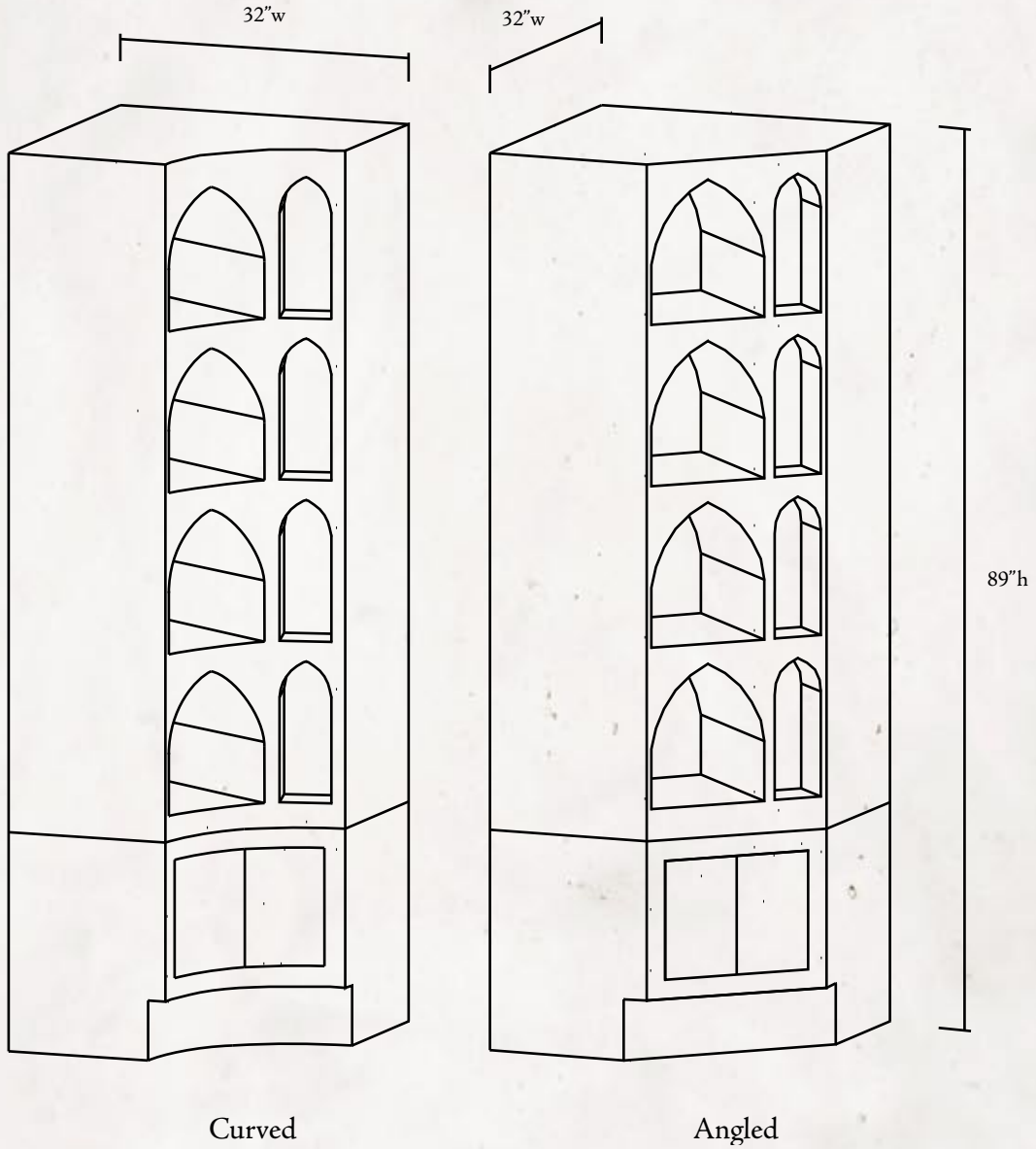


Curved

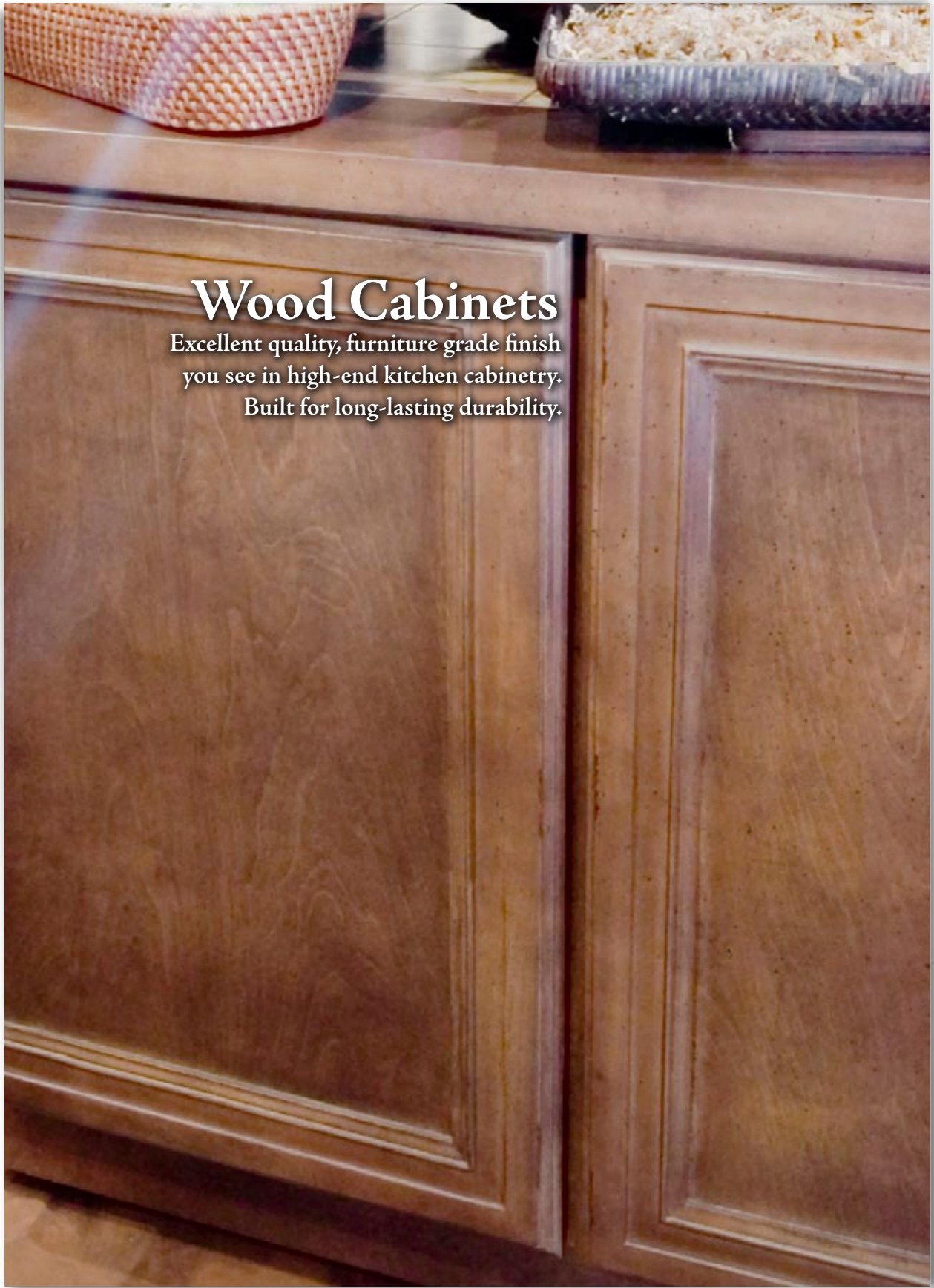


Angled

## Inside Corner Units



\*Back of units vary from drawing shown.



## Wood Cabinets

Excellent quality, furniture grade finish  
you see in high-end kitchen cabinetry.  
Built for long-lasting durability.

# Cabinets

## 38" Display Cabinet

Used on 4-unit and 2-unit displays and as a stand-alone cabinet. Includes 1 adjustable shelf.

44" (w) x 38 ¾" (h) x 16" (d)

## 27" Display Cabinet

Used in place of a 38" display cabinet when a lower counter height is required. Includes 1 adjustable shelf.

44" (w) x 27 ¾" (h) x 16" (d)

## 22" Cabinet Pedestal

This cabinet is used as the foundation for alcoves and glassware cabinets.

44" (w) x 22 ¾" (h) x 16" (d)

## Glassware Cabinet

Great for showcasing special items. Includes inset mirror and 3 fully adjustable shelves. Features a double glass door top storage center with a center glass shelf and lighting on both the top and bottom of the cabinet. All glass is fully tempered and heat-treated.

44" (w) 67" (h) x 15" (d)

## ¾" HIGH QUALITY PLYWOOD

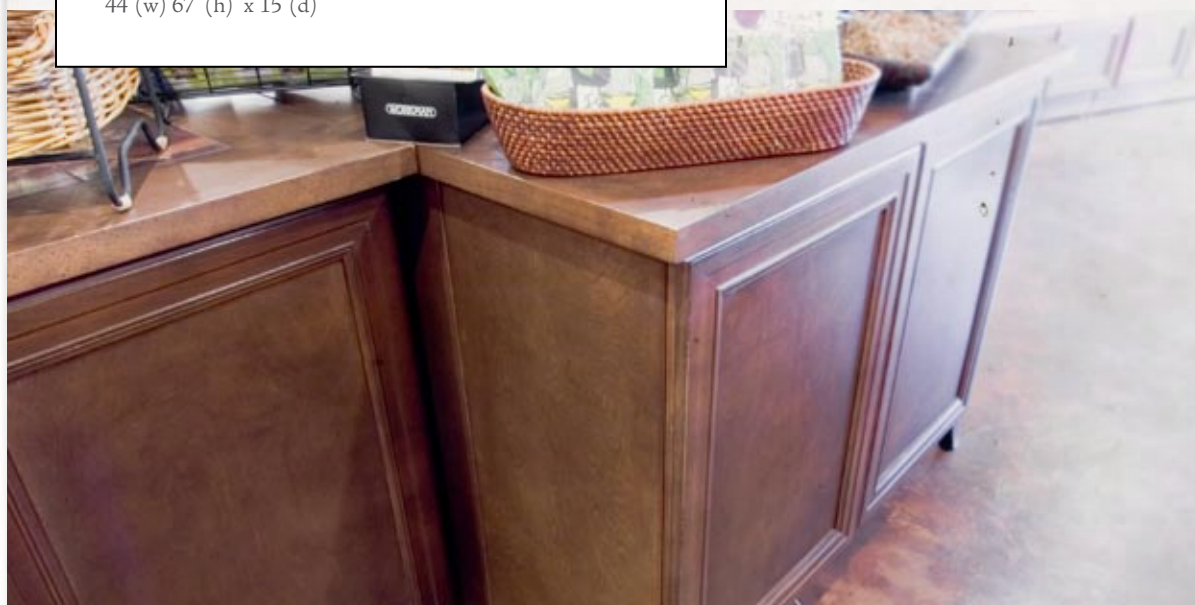
Wood Veneer substrate is used with ¾" plywood adjustable shelves. (No vinyl, paper face, particle board or MDF is used).

## WELL CONSTRUCTED

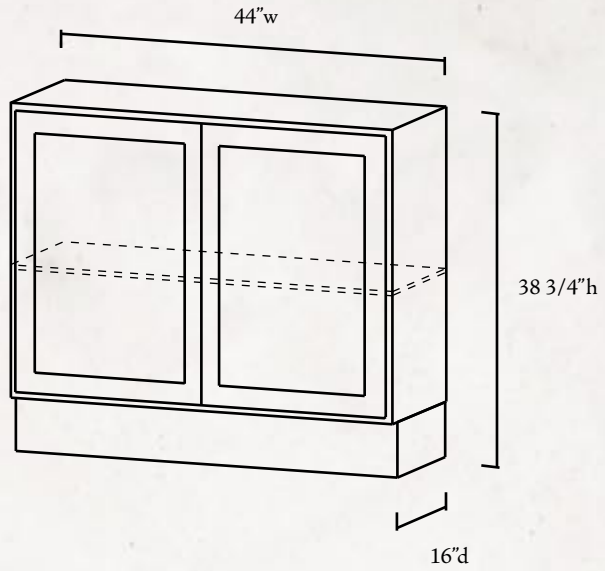
Sturdy hardwood face frames are used and all corners are mitered and reinforced (no butt joints). | The cabinets' ends, backs and bottoms are constructed with mitered and rabbeted joints, glued and pinned together with no exposed nails or fasteners on the cabinets' finished exterior surfaces. | The European-style hinges are concealed and fully adjustable.

## TOP GRADE FINISH

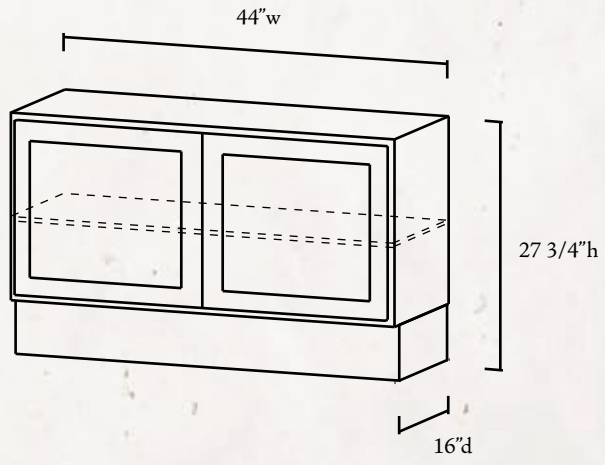
All the cabinetry receives a conversion varnish finish, which consists of a series of tough catalyzed sealer and topcoat applications. | The cabinetry is oven cured for the ultimate in durability and appearance.



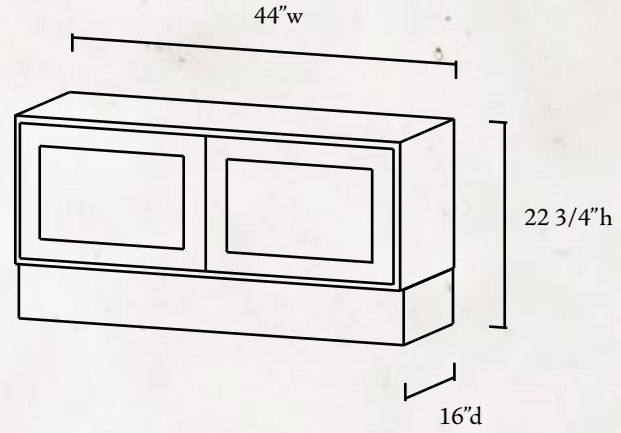
38" Display Cabinet



27" Display Cabinet



22" Cabinet Pedestal



# Gift Ware Cabinets

## Outside Angled End Unit

16" (w) x 16" (w) x 89" (h)

\*shown with wood shelves

## Outside Curved End Unit

16" (w) x 16" (w) x 89" (h)

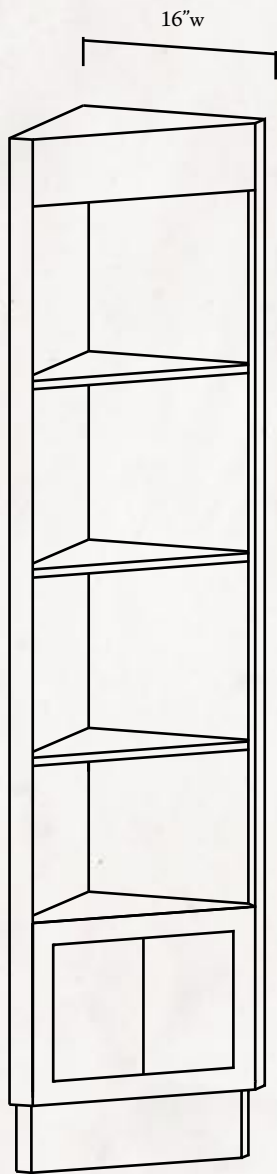
\*shown with glass shelves



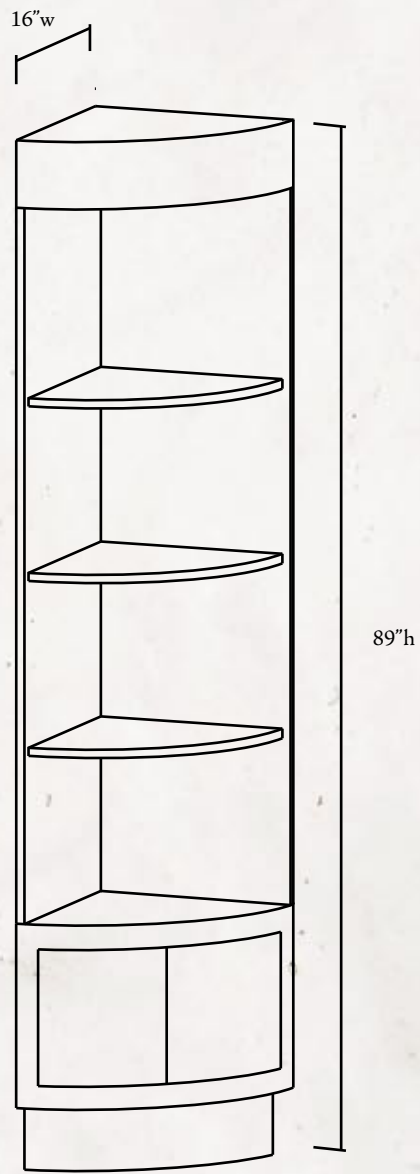
Angled

Curved

# Gift Ware Cabinets



Angled

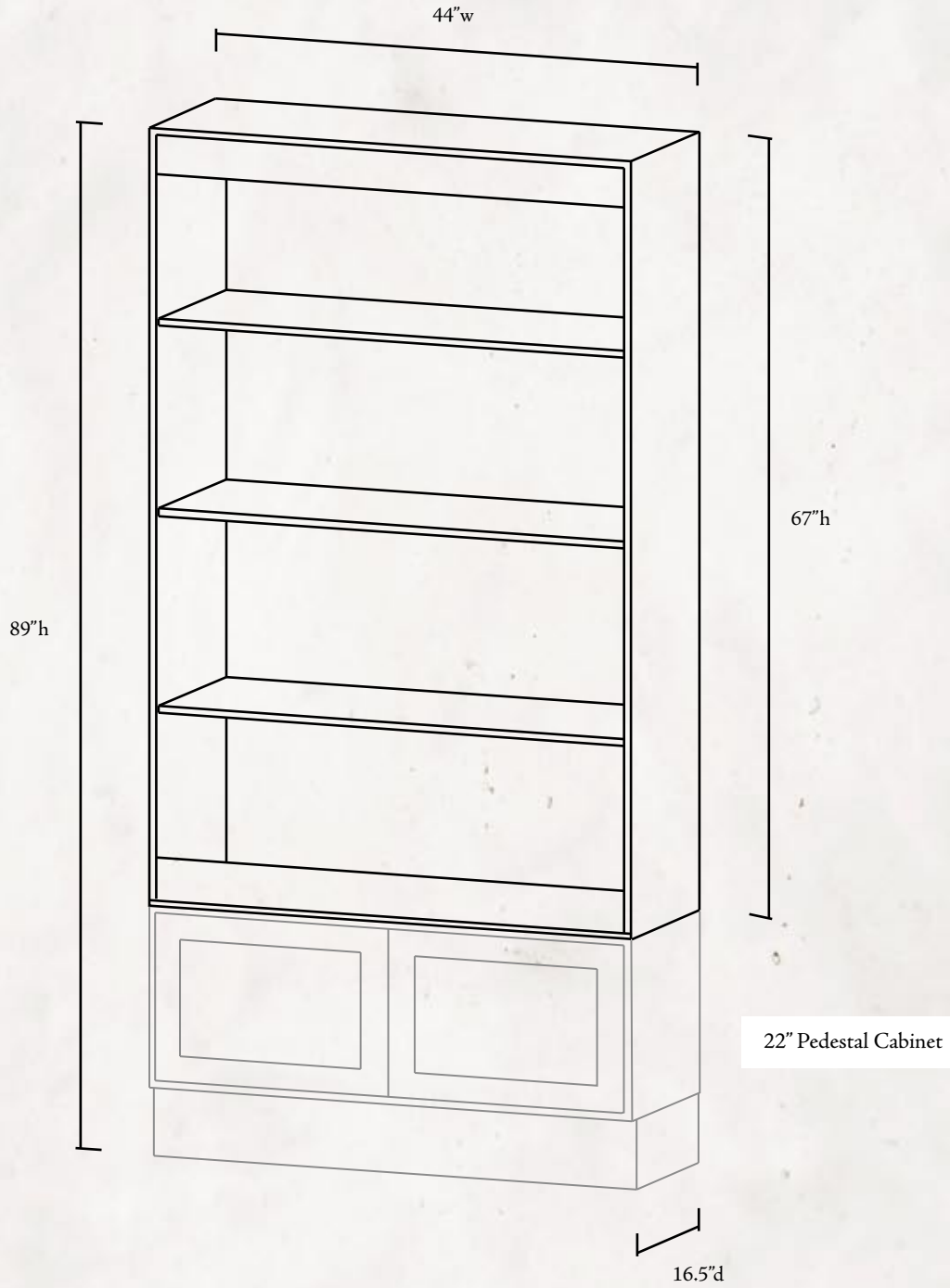


Curved



## Glass Ware Cabinet

# Glassware Cabinet



# Table Islands

These are typically used to make rows and islands and are sometimes placed against the walls depending on the store's needs.

Merchandise is typically displayed on the table tops.

## DURABLE FINISH

The tops of the table islands are abrasion, scratch and chemical resistant. | A high-quality clear coat is applied to seal and protect the hand antiqued surfaces.

## BEAUTIFUL FRUIT TILE INLAYS

Highly detailed fruit designs are inlaid onto the tiles and are embedded in the center of the table tops.

### 4-Unit

Includes four 38" cabinets. Table top w/ 2 full-size embedded fruit signs.  
34" (w) x 39 ½" (h) x 95 ½" (l)

### 2-Unit

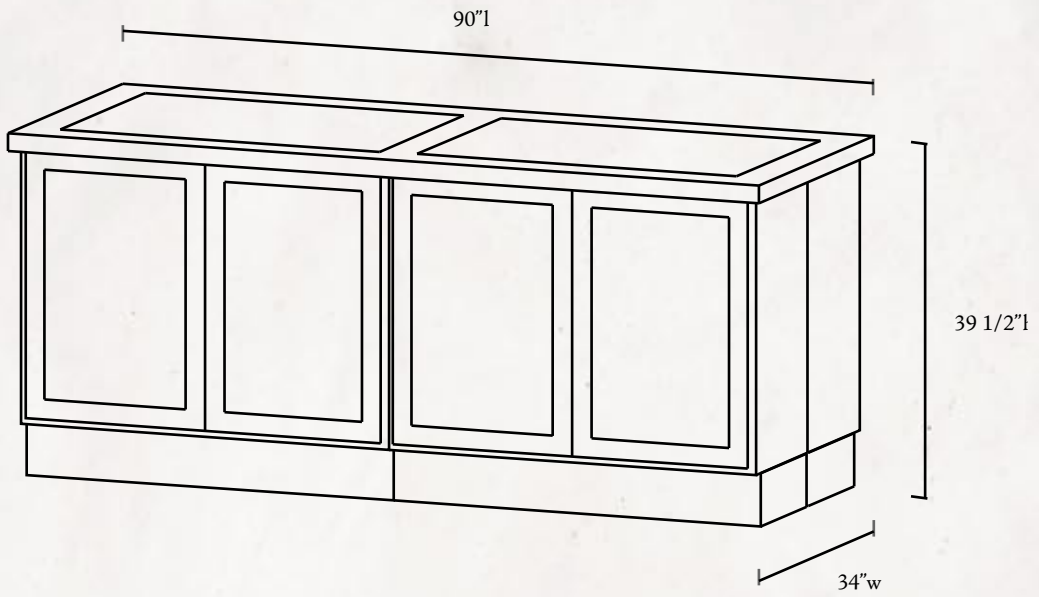
Includes two 38" cabinets. Table top w/ 1 full-size embedded fruit sign.  
34" (w) x 39 ½" (h) x 47 ½" (l)

### Rolling Bar

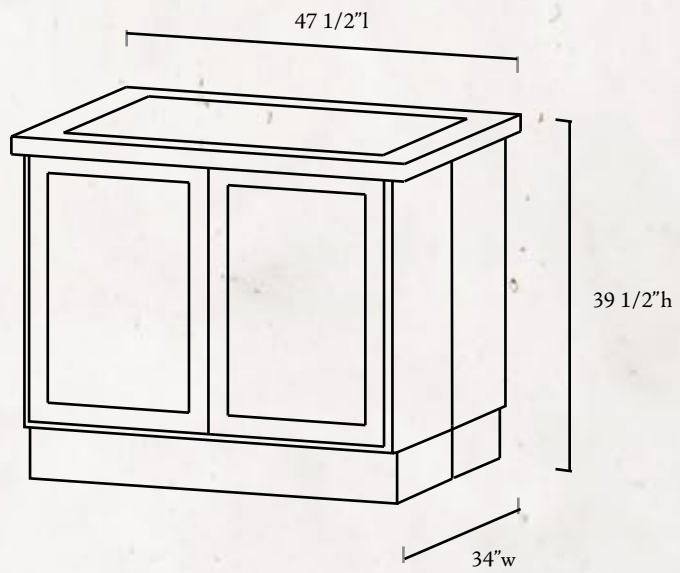
Serve your guests in style and with ease when you use this useful serving cart. This rolling bar is great for special occasions when you want to set up a temporary sampling area at the front or outside of your store. This serving cart provides you with ample storage space for your wine bottles, stemware and accessories. It includes embedded fruit tile inlays. The back is open for storage space. 17" (w) x 36" (h) x 50" (l)



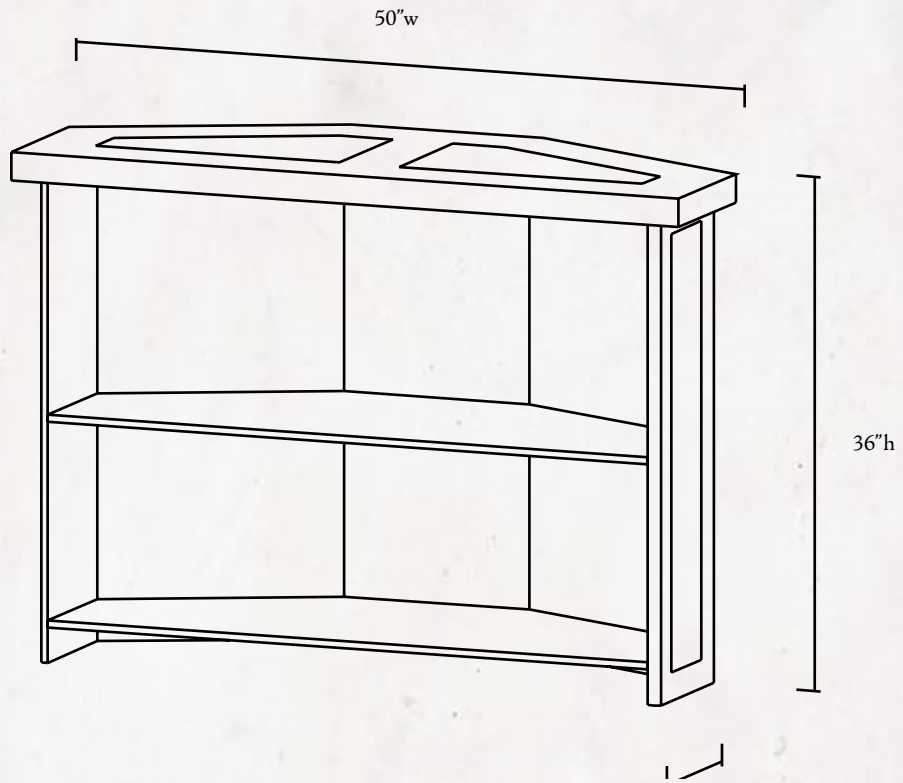
4-Unit



2-Unit



# Rolling Bar



# Cash Wrap

Each option comes with 4 - 38" cabinets.

## PLAN DRAWINGS

Our draftsmen will work with you to provide you with shop drawings of the cash wrap your store requires.

## CUSTOM HEIGHTS

If you need your cash wrap built to a specific height, we can build it to your specifications.



## WineBerry Laminate

Most economical option. Durable, 3/4" commercial grade work surface with red finish.

## Manufactured Stone

Comparable to granite this is the most pricey option, however, there is virtually no need for a sealer. Manufactured stone creates a clean, high-end look.

## Additional Sections

If you need to extend your cash wrap, you can add additional sections.

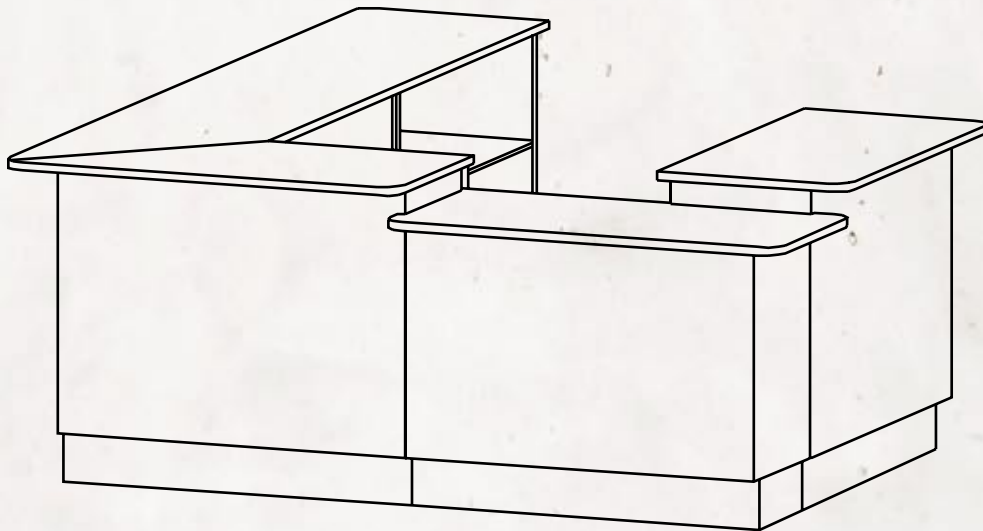
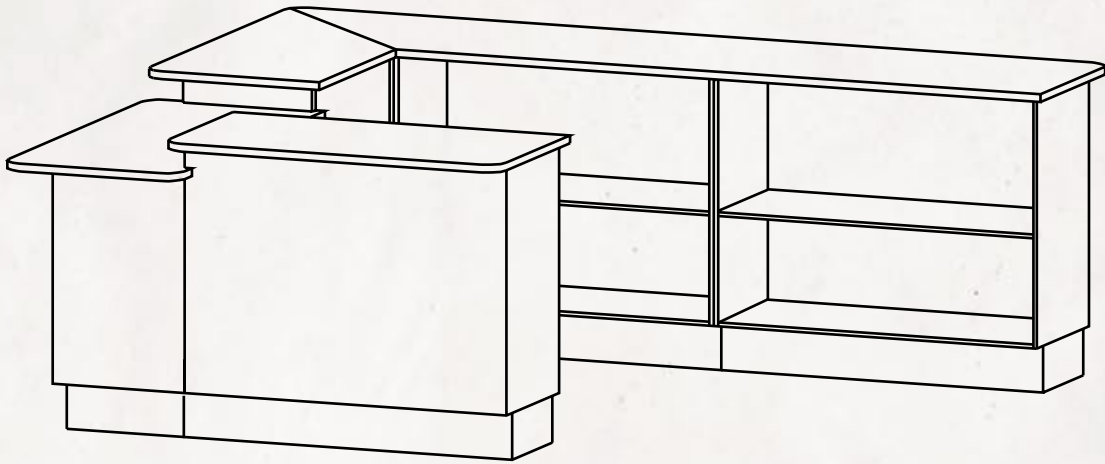
## Trash Cabinet

This additional unit is a standard-sized cabinet with a built-in trash can.

## Handicap Cabinet

Some states require this cabinet by local jurisdiction.

Example CashWrap



# Signage

Featuring: hardwood frames, mitered corners, hand antiquing and protective UV coating. No vinyl is used. Instead, each sign has high resolution type printed directly on a poly-urethane substrate.



## Sign Package 1

All 9 standard style signs  
plus "Signature Selection" sign  
34 ½" (w) x 21" (h) x 1" (t)

## Sign Package 2

All 9 standard style signs plus "Wine Club"  
34 ½" (w) x 21" (h) x 1" (t)

## Sign Package 3

All 11 standard style signs  
34 ½" (w) x 21" (h) x 1" (t)

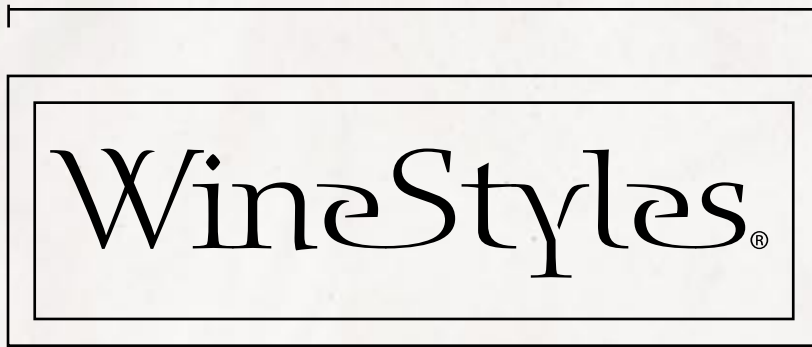
## Store Sign

Light background with dark lettering.  
76 ½" (w) x 25" (h) x 1" (t)



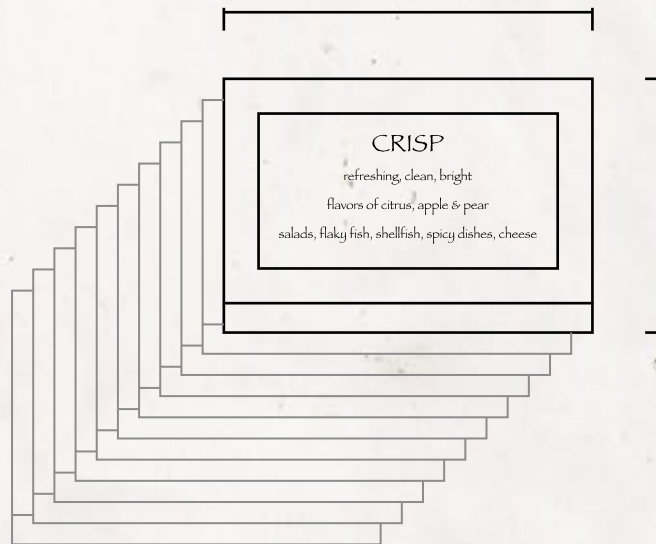
Signage

76" w



25 1/4" h

34 1/2" w



25 1/4" h



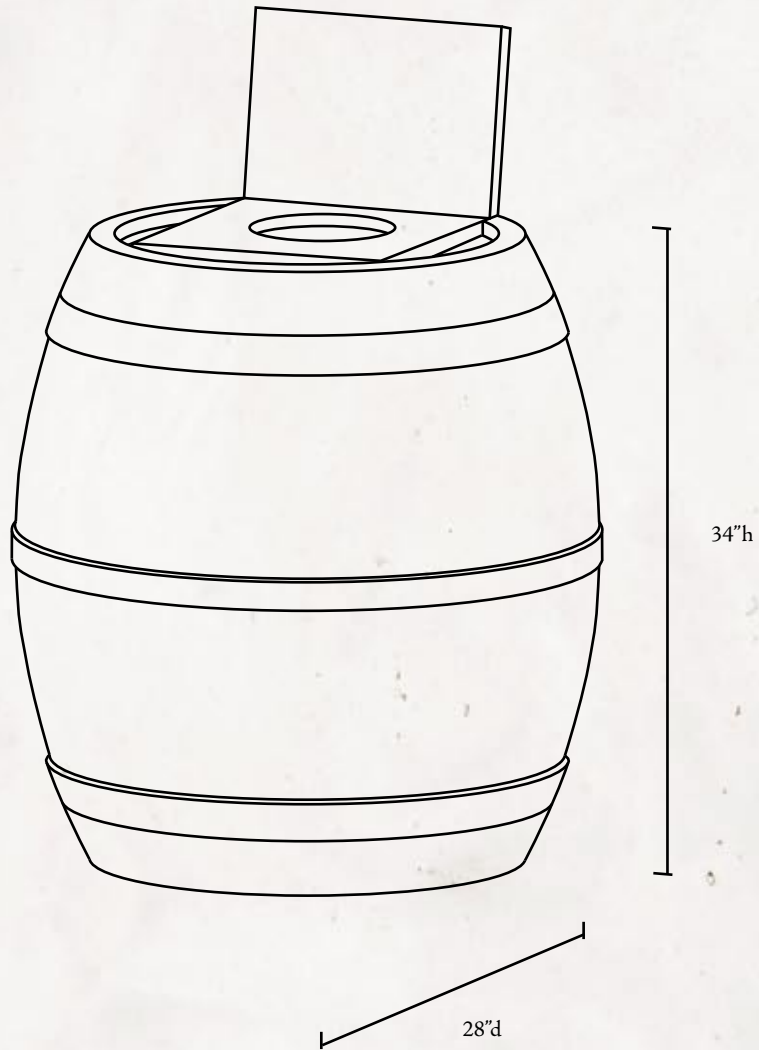
## Wine Barrel

Made from a fiberglass reinforced plastic. Painted and stained to resemble an “Old World” oak barrel.

### Wine Barrel

Features a “Chilling Service” sign and top access cover and includes an opening for the chiller power cord (chiller unit is not included). 34” (h) x 28” (d) | 9” (hole)

Wine Barrel





## Wine Barrel with Resin Top

**Wine Barrel - Resin Top**  
Add a counter to your chiller with  
this barrel featuring a resin top.  
Also includes  
"Chilling Service" sign  
36 1/2 (h) x 35" (d) | 9" (hole)

# Tasting Tables & Stools

Use these tables and chairs in the wine tasting area of your store. These well-built items have a solid maple construction and are finished with a high-quality clear coat for protection against everyday normal use.

## Tasting Table

3" x 3" Legs

30" (w) x 30" (l) x 41 3/4" (h)

## Stool

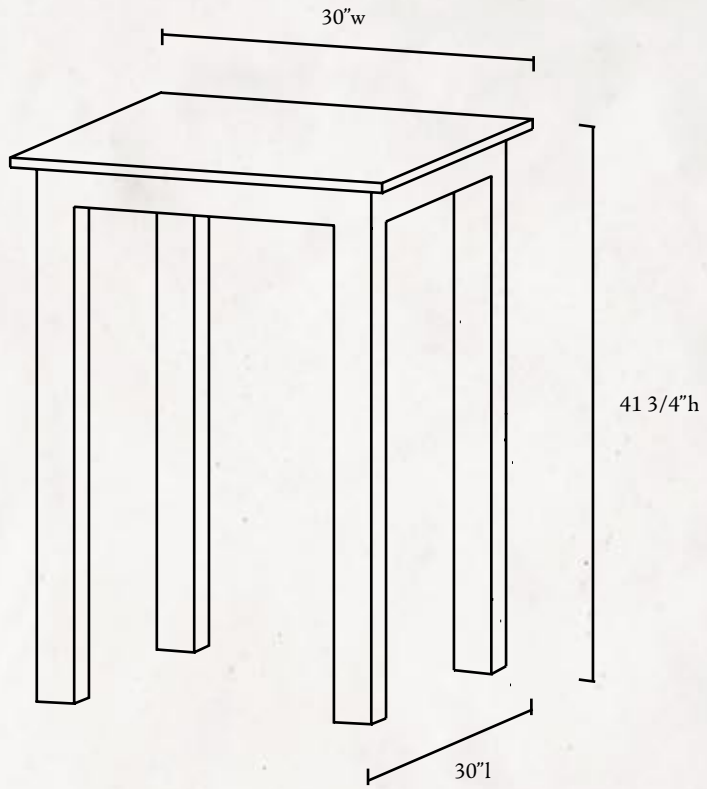
2" x 2" Legs

Typically two to four stools are used per table.

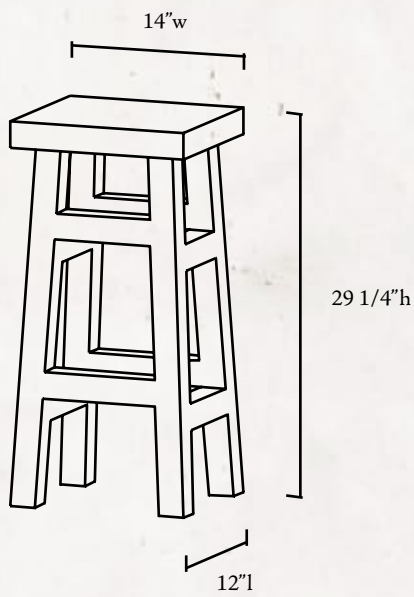
14" (w) x 12" (l) x 29 1/4" (h)



Tasting Table



Stool





## Tasting Barrel with Resin Top

### Tasting Barrel

Barrel with resin top can be used to complement or replace tasting tables.

41 1/2 (h) x 35" (d)



## Grapevine Corbel

### Grapevine Corbel

Use this decorative corbel to enhance islands, entry ways, shelves or to highlight any counter top. Made from a high-density poly-urethane and painted to resemble an old world wood finish.

5" (w) x 13 3/4" (h) x 7" (d)



# Tiffany Fountain

## Tiffany Fountain

Self-standing complete unit with pump. Just add water and plug into a 120V outlet.

46 1/2" (w) x 19 1/2" (d) x 70" (h)

# Order Form

Please fill out this form and fax it to 951.674.0245.

If you have any questions or need help, please contact us at 951.674.0998 x223

P.02	ALCOVES	SKU#
Qty.	Set: Alcove, 22" Cabinet, Card Holders	5000
Qty.	Alcove Only	5000B
Qty.	Hardwood Track 96" Long Piece	5017
Qty.	Card Holder - 2"x5" Style	5000C
Qty.	Inside Corner Curved Unit - Alcove with Curved Wood Cabinet	5032
Qty.	Inside Corner Angled Unit - Alcove with Angled Wood Cabinet	5033
P.07	CABINETS	SKU#
Qty.	22" Pedestal Cabinet	5000A
Qty.	w/out doors	5000AX
Qty.	27" Display Cabinet	5002
Qty.	w/out doors	5002X
Qty.	38" Display Cabinet	5001
Qty.	w/out doors	5001X
Qty.	Glass Ware Cabinet (for use with 22" Cabinet 5000A) w/glass doors	5025
Qty.	w/out doors	5025X
Qty.	Gift Ware Cabinet Outside Curved End Unit w/wood shelves	5030
Qty.	w/glass	5030X
Qty.	Gift Ware Cabinet Outside Angled End Unit w/wood shelves	5031
Qty.	w/glass	5031X
P.14	TABLE ISLANDS	SKU#
Qty.	4-Unit Top	5004
	Note: 4 - Unit Top for use with 4 - 27" Display Cabinets or 4 - 38" Display Cabinets	
Qty.	2-Unit Top	5013
	Note: 2 - Unit Top for use with 2 - 27" Display Cabinets or 2 - 38" Display Cabinets	
Qty.	Rolling Bar	5021

<b>P.17</b>	<b>CASH WRAP</b>	<b>SKU#</b>
Qty.	Cash Wrap: <input type="checkbox"/> Wineberry Laminate <input type="checkbox"/> Manufactured Stone	5008
Qty.	Additional Handicap Cabinet	5009
Qty.	Additional Section	5010
Qty.	Trash Cabinet	5015
<b>P.19</b>	<b>SIGNAGE</b>	<b>SKU#</b>
Qty.	Sign Package 1: All 9 Standard Style Signs plus "Signature Selection"	5003
Qty.	w/out frames	5003A
Qty.	Sign Package 2: All 9 Standard Style Signs plus "Wine Club"	5003W
Qty.	w/out frames	5003AW
Qty.	Sign Package 3: All 11 Standard Style Signs	5003S
Qty.	w/out frames	5003AS
Qty.	WineStyles Store Sign	5005
Qty.	w/out frame	5005B
Qty.	frame only	5005A
<b>P.21</b>	<b>WINE BARREL</b>	<b>SKU#</b>
Qty.	Wine Barrel with sign	5007
Qty.	Wine Barrel with Resin Top	5038
<b>P.24</b>	<b>TASTING TABLES &amp; STOOLS</b>	<b>SKU#</b>
Qty.	Tasting Table	5023
Qty.	Tasting Barrel with Resin Top	5039
Qty.	Stool	5024
<b>P.27</b>	<b>MISCELLANEOUS</b>	<b>SKU#</b>
Qty.	Grapevine Corbel	5026
Qty.	Tiffany Fountain	5037
Qty.	Card Holder - Easel Style	5006

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Estimated Store Opening Date: \_\_\_\_\_

Storyland Studios is dedicated to  
Helping Further Enhance the WineStyles Merchandising Experience.



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