

50 Sips Wine – A Taste of America

The idea of 50 Sips Wine began after the owner, Nicole Grenon, spent almost 20 years in the Air Force, traveling the world and experiencing new cultures and places. 2013 was the mark of Ms. Grenon's 20th year in the military and she knew that she had to do something she loved after retirement. Having traveled to all the places she had, one thing she loved about the travel was the hospitality, food, and wines of the rest of the world. She also realized that she had been to more countries than states!

Thus, the idea of 50 Sips was born. Research was showing that there were no other wine boutiques with this type of thinking or offering this type of product or service. There are many other wine shops around and also one or two shops offering olive oil tasting, but nothing focusing only on American products.

It started out as just an idea to have a wine boutique that only specialized in domestic wines, however, Ms. Grenon soon discovered that this would take a very long time as some states do not distribute outside their states or to her home state of Michigan. It was at this point that Ms. Grenon decided to turn her store in to a specialty food and wine store, where she could have the best of both worlds. She could get the domestic wines that were available and fill in the gaps with specialty food from the different states. Another one of her passions is delicious, yet healthy foods. All of her specialty foods are natural and/or organic, with a strong focus on local and other small businesses.

After much research, she came across an advertisement in *Wines and Vines* magazine for Left Coast Oils. The reason this caught her eye is because Ms. Grenon is left-handed. This may seem to be a strange way to select a product, but that did prompt her to order some samples from Left Coast Oils. Shortly after the order was placed, she was contacted by the owner to discuss bulk ordering. Having an olive oil tasting bar was not in the original plans, however, after the discussion, another idea was born. Why not have wine tasting and olive oil tasting at the same time? Both go very well together and both are healthy ingredients in cooking and life! Once this decision was made, it didn't take long for the olive oil tasting bar supplies to get ordered and a revision of the business model to incorporate the new direction.

Customer service is the number one priority at 50 Sips, along with offering an eclectic selection of different flavor combinations and pairings from across the United States. Ms. Grenon's passion for food, wine and people is unsurpassed in Southeast Michigan. When you enter 50 Sips, you will enjoy the comfortable, homey atmosphere. Ms. Grenon wants her customers to have a new experience every time they enter the store. She believes that this combination tasting room will be a key factor in her customers' experience and has hopes to continue to expand and offer a broader selection and education of healthy food products, such as olive oil.