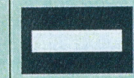


ONE STOP SHOP | THE NEW SAN FRANCISCO WINE CENTER IS A MECCA FOR WINE LOVERS.



It's been called a gym for your liver, a wine-related social center, and a drink-fueled triple threat.

The San Francisco Wine Center is a multi-purpose venue to store your wine collection, take wine classes, attend private winemaker events, have an after-work meeting in a cozy lounge complete with kitchen or host a smoker in an oak-paneled room that looks like a London gentleman's club.



SFWC can be your "own private tasting room" or meeting lounge.

Launched last March in San Francisco's trendy South of Market district, not far from the Giants baseball stadium, SFWC lets collectors rent from among 250 climate-controlled storage lockers that line the long halls of what was formerly a meat-packing plant. Storage rates range from \$75 to \$450 per

month. "We have Web-based software that helps you manage your collection, and WiFi in the banquet hall," explains co-founder Brian McGonigle.

The concept, offering wine lovers multiple ways to celebrate the beverage under one roof, is a new one that's still improved. A month after opening, SFWC had rented out only a handful of storage lockers. "There's been a real need for this, a place

where people can feel comfortable in a wine environment," says McGonigle, who believes the center will appeal to locals as well as to traveling businesspeople who want a place to store some wine in the City. "We hope members and their guests will treat the space like their own private tasting room," says co-founder Paolo Mancini. For information, go to www.sanfranciscowinecenter.com.

—S.H.