

independent RESTAURATEUR

Grow for



Bin22 Chef Roger Freedman hand-pulls mozzarella at the open window kitchen. Photo by Carrie Patterson.

By Ruksana Hussain

Wine bars in the US have gained popularity over the past few years, posing competition to even local coffee shops and neighborhood bars. While these businesses are established in many larger cities, the oft-independently-owned bars are cropping up in other places across the country. Gen Y is Gen Wine, and wine bars are catering to a clientele that is fast growing in numbers. Of course, offering a USP and coping with contesting players comes with the territory, and some of the newer wine bars up the ante with their twists on the local foodie scene.

Punkin' Out with Live Music



Bin 22
200 West Broadway
Jackson Hole, WY 83001
(307) 739-9463
Bin22JacksonHole.com

Come!

A new niche

Providing the essential wine bar experience in Jackson Hole, Wyoming is Bin22, located just blocks away from the main Town Square.

"Bin22 is really the only exclusive wine and tapas bar here. There are many great restaurants in town that compete, but we created something new that the area did not already have," say owners Gavin Fine and Roger Freedman.

Nowhere else in the area does an entire store act as the wine list. Guests can pick out a bottle from the adjacent shop and enjoy it in the wine bar at no additional charge or corkage fee.

"We have several sommeliers on staff who can host private wine tastings or conduct personal wine buying for clients stocking their wine cellar," Fine and Freedman add.

Bin22 is part of Fine and Freedman's Fine Dining Restaurant Group including five unique restaurants and a catering house. Bin22 has an extensive wine selection unparalleled in the area, community tables in rustic wood surroundings inviting guests to sample the diverse vino offerings while they watch the cheese monger at work through the open kitchen window. They even added a specialty grocer's shop similar to the small wine shop and grocer experience you'd be accustomed to in Italy. If you visit, try their exclusive Bin22 label Merlot and Chardonnay, created in partnership with wineries in Columbia Valley, Washington!