

RETAIL

## Harrods revolutionizes shopping for wine and spirits

March 23, 2018



Harrods' Fine Wine and Spirits room. Image credit: Harrods.

By STAFF REPORTS

British department store Harrods is further investing into experiential shopping as it opens its new Fine Wine & Spirits Rooms.

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Wine and spirits enthusiasts are now able to journey through impressive architecture to discover their new favorite labels and products. Harrods' new rooms will also host a series of events in an effort to establish the retailer as an authority within the alcohol industry.

### Experiential shopping

Acting as a haven for all things wine, Champagne and spirits, the new rooms are part of Harrods' "Taste Revolution."

The department store first unveiled the first phase of the renovation of its Food Halls with the opening of a new Roastery and Bake Hall.

Dubbed "The Taste Revolution," Harrods' two-year remodel plan marked the first major update to its culinary department in three decades. With its roots as a grocer, Harrods is looking to create food concepts that will make it ready for the future ([see more](#)).

The Fine Wine & Spirits Rooms are officially open as well and include a variety of curated labels and products handpicked by Harrods experts.

Along with hosting special events, the rooms also include other features such as sensory aroma tables, bottle personalization and personal consultations. The space also includes a Champagne room and an Education room.

The Education room features a screen, which live streams content from vineyards and winemakers around the world. This is where visitors can go to learn more about the spirits they drink.

Discover the brand new Fine Wines & Spirits rooms, now open on the Lower Ground Floor. The ultimate destination for novice or connoisseur, explore the best selection of wines,

Champagnes, spirits and accessories. Visit in-store or <https://t.co/6OeqRt110G> for more information [pic.twitter.com/q8KNwqpd5Z](https://pic.twitter.com/q8KNwqpd5Z)

Harrods (@Harrods) [March 22, 2018](#)

Harrods notes that the dcor was inspired by the 1920s, with a marble patterned floor and limed-oak timber wall paneling, located on the Lower Ground Floor.

As affluent shoppers look for more unique experiences in their shopping, especially when it comes to food and wine, experiences such as Harrods' Fine Wine and Spirits room are vital.

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