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## SJ BUSINESS

friends, meaning we started off with one or two wineries and then we sort of branched out through people hearing about us and vice versa," claims Sanders. "It's not our style to source wineries. This method is more an extension of what we've already been doing."

By the end of its first year Vine Street Imports had made a profit of \$65,000. In 2004 their profits exceeded \$3 million. Sanders attributes this increase to hard work, relationship building, his former girlfriend Nicole Cashman's PR firm — Cashman and Associates — and a personal approach.

"We're out there pushing every day. It's the kind of business where if you don't push you'll get pushed out of the way," states Sanders. "If a restaurant has a wine list there might be 30 wines on the list. If I can get five placements that means Southern [Wine and Spirits] lost one, Capital [Wine and Spirits] lost one, and the other guys lost placement. There's not an unlimited amount of business. It's actually very limited."

When Sanders bought out his original partner he hired Ryan Margolis — of Starr Restaurants fame — as COO. Now Sanders has six employees and a restaurant list that reads like a Best of Zagat's roster: Le Bec -Fin, Brasserie Perrier, The Four Seasons, and Vetri in Philadelphia; Tri, Opera, and Charlie Trotter's in Chicago; Del Frisco's in New York City; Black Berry Farm in Knoxville; and The Peabody in Memphis.

Vine Street Imports sells wine from Australia, New Zealand, California, Washington state, Germany, France, and Portugal, but the company imports the most from wineries in Australia. Sanders claims Australian wine is the second most imported wine to the U.S. He attributes its popularity in America to three things.

"For one, it's price. Australian wines remain very competitive even when the Euro is strong. Also, the flavors are flavors that Americans like. Big flavors that are similar to California wines. And finally, they're a mouthful. High alcohol, high in oak, and big fruit. Americans love them," claims Sanders.

Sanders and Margolis do the majority of traveling for Vine Street Imports. Sanders is usually out of town visiting wineries two weeks out of every month and hosting winery owners the other two weeks of the month at his home in Cherry Hill, NJ.

"Since January, I've been to Seattle, Vegas, Austin, Tampa, Orlando, New York, Montana. I go by myself a lot. I'm busy and most of the clients I meet with I consider