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### VINe TAKES FLIGHT IN GREENPORT

May 19, 2006, GREENPORT, NY—VINe, a hip new wine bar + café, located at 100 South Street in Greenport on the east end of Long Island, will open its doors Memorial weekend. Conceived by former Nick & Toni's sommelier Joe Watson, who left his career in investment banking, VINe is the culmination of Watson's world travels, his appreciation of the culinary arts and a passion for wine. The name VINe suggests the life of wine—starting in the vineyard and continuing in the bottle. Fresh and uncomplicated fare will be paired with wines from familiar and lesser known varietals and appellations including Long Island. The tapas-like menu with an emphasis on sustainability and local products includes artisanal cheeses and pates, charcuterie, raw oysters and clams, simple yet focused salads and sandwiches—perfect complements to the extensive wine offerings. Fifty-four wines, many selected during Watson's travels, will be available in flights, tastes, by the glass and by the bottle. In addition, rare and exceptional vintages consigned from personal collections will be rotated to appeal to everyone from the casual wine enthusiast to the serious collector.

“The village has experienced a renaissance and I wanted to raise the bar without pretension. The atmosphere, the music, the food and wine pairing, the service, even the stemware are important components of the experience”.

That's why he decided to start from scratch, selling his apartment in New York

to build a new venue rather than being confined to existing local commercial spaces. Inspired by the porch at the American Hotel and the atmosphere of the Gramercy Tavern, he built - in partnership with architect Greg Tuck - a two story commercial building very much in keeping with the local vernacular. The building houses his own café as well as three apartments and two additional storefronts. VINE is the quintessential lounge with its airy outdoor wrap-around porch, its clubby interior space done in earth tones and a gorgeous Mahogany and Carrara marble bar designed by Tuck and crafted by local woodworker David Nyce. The nickel fixtures and eclectic appointments offer an industrial-modern twist.

Add to that a varied selection of music and an open door—long hours beginning at 8 a.m. for the coffee bar. Patrons can enjoy roasted-to-order organic Fair Trade coffee, seasonally harvested loose teas from thegroovymind, as well as fresh baked goods, while reading a selection of newspapers, magazines, and books from VINE's in-house library. Throughout the day and evening, sip, dine and relax with an unusual collection of sparkling, still, and dessert wines, specialty cocktails, and quality artisanal fare, then chill until the early morning hours long after other establishments are shuttered.

Watson shuns a rigid set of parameters or a prescribed approach for more adventurous acts of spontaneity which he plans to continue by introducing the unexpected on his wine list, in his menu and at his venue as VINE takes flight.

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