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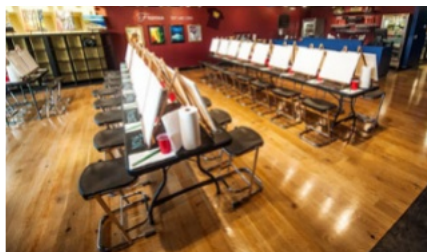
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because they already existed," says co-founder and CEO Craig Ceccanti. "We are a fun night out and entertainment is where we're focused. So going retail was the best fit for us."

Studios with large glass doors, wide windows and focused lights average 2,100 square feet; some locations have a second room for private parties. Original paintings by some of the artists employed by Pinot's Palette line the walls.



Currently, 55 stores have wine bars; in states that allow it, customers can bring their own wine or beer. Two local artists host and entertain at the events, one instructing participants and the other mingling with customers to offer help or bring supplies or beverages as needed.

Proprietary software, the Pinot Technology Suite designed by Ceccanti, automates much of the management, including scheduling staff, booking customers and sending e-mail reminders to guests. PTS also offers advanced reporting features for operators to track

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marketing performance.

Pinot's Palette was partly inspired by a Ceccanti family outing to an artist's studio. "I didn't expect to enjoy it," he remembers, "but we brought along some beer and I did enjoy it, which is what many of our male customers tell us."

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