



WINEMETRICS

## Winemetrics Wine List Report Card<sup>®</sup>

### J. Gilbert's Steakhouse (Upscale Casual )

#### Overall Grade: A

J. Gilbert's was the top-scoring wine list of the Upscale Casual Steakhouses that we surveyed and one of the highest scoring chains in our report.

**Web Presence: A+**, 3 clicks to a pdf wine/food menu, with prices and the entire wine list. J. Gilbert's actually puts a date on its online menu so you can see how current it is.

**Wine List Format: A+**, The entire wine list is included on the dinner menu. Diners can be ready with a BTG choice when their servers come to take drink orders and don't have to worry about juggling a drink/wine list while perusing the menu.

**Pricing: C+**, Using average pricing of benchmark wines in the upscale casual segment, J. Gilbert's prices were slightly higher than average. Since the chain does not have any locations in expensive, urban markets, prices were expected to be more reasonable.

**Size Selection: A**, The list has 2 oz. and 6 oz BTG and a 9 oz. carafe for about 30% of BTB selection, it also has 3 designated flights (but with this wine list you can build your own flights). With addition of a selection of half bottles, J. Gilbert's would get an A+. (Note: since this report was first published, J. Gilbert's has added half-bottles to its wine list) As upscale casual steakhouses go, J. Gilbert's list offers a far wider selection than its competition.

**Regional Diversity: A**, With wines from 12 different countries, J. Gilbert's offers far more regional diversity than its competitors

**Varietal Selection: A+**, There are 30 different varieties present on this 90+ item wine list, but mainstream wine drinkers have plenty to choose from too. There are 18 different Cabernet Sauvignons, 14 Chardonnays, 11 Merlot and 8 Pinot Noir, enough to keep traditionalists from complaining about the stray Gruner Veltliner and Torrontes.

**Brand Diversity: C+** J. Gilbert's wine selection comes largely from the top 10 suppliers and top 100 wine brands; there are few boutique selections to spark the interest of a true wine aficionado. Given the above average size of J. Gilbert's list, more esoteric producers should have a presence there.

Please Note: the analysis of any restaurant appearing in the feature above is based on observations of one or more lists and may not be completely representative of a chain or restaurant group as whole. Also, no accounts appearing in this section are, or have been in the past, clients of Winemetrics. Furthermore, no person involved with Winemetrics has a financial interest in, or is any way affiliated with, the accounts mentioned in this report. ©Winemetrics LLC, All Rights Reserved.