

## THE TONKA BOTTLE SHOP

## Specializing in High-End Liqueurs and Wines

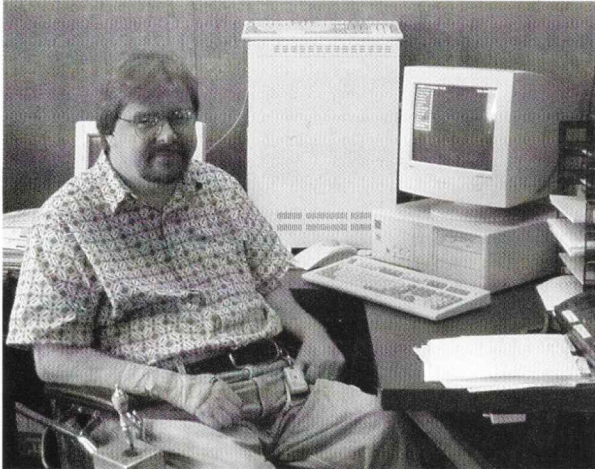
I had been anticipating meeting Tim Bevins ever since I started working for the MLBA. In fact, I was even more excited to see the Tonka Bottle Shop since I had heard so many interesting descriptions of the unconventional layout in the store's interior.

With a décor of wrought iron lampposts glowing over the natural wood wine racks, I felt as if I had stepped into an English pub, circa 1800. I was only brought back to reality by the buffalo head overseeing the business, which creates the effect of a pioneer town amidst this London villa atmosphere.

The Tonka Bottle Shop first opened in 1974 under the operation of Arnold Palmer. Unfortunately for sports fans, this was a Minnetonka local and not the famous golfer. Tim Bevins took over in 1977 as the solo owner and specializes in high-end liqueurs and wines. He feels that the greatest aspect of ownership is the challenge of an ever-changing environment.

Born and raised in Hopkins, Tim is a native to the Lake Minnetonka area. Not only is he pleasant, I also found him to be a well-spoken man. An MLBA member "as long as I can remember," Tonka Bottle Shop supports the association because "...They are always on the edge of the industry and its changes, especially with the legislature. The group as a whole is able to combat for our interests, whereas individuals wouldn't be able to do that as well."

Tim carries the wine Madrona Creek, which is sponsored by the MLBA. He has a knack for selling this wine because



the different label offers greater selection in his store. This symbiotic relationship benefits the MLBA by supporting us, which helps us better support him. A good value for a high quality product, Tim has had only positive responses, noting it is a good profit item. And what's more important than profits to a business?

As the millennium approaches, the year 2000 celebration is a great marketing benefit for stores like the Tonka Bottle Shop. It appears that there are plenty of threats about running out of champagne, which to Tim, seems as ridiculous as running out of sand in Hawaii. He and other suppliers are aware of the shortage fears and are becoming well-stocked with this luxury spirit.

The future looks bright for the Tonka Bottle Shop. Aiming to meet the demands of customers means selection and expansion are constantly reassessed. "Trying to pick my favorite wine is like trying to pick a favorite child."



With an understanding of the changing seasons and vintages, Tim has a good comprehension of palatable demands. Which is why anyone will benefit from a visit to the Tonka Bottle Shop - you'll definitely find something you'll like.

—Sara Pool

## EXPO SMOKING LOUNGE

The Expo trade show offers an expanded smoking lounge at end of 2nd Aisle.

This popular lounge is again sponsored by

