



WINEMETRICS

Winemetrics' Wine List Report Card:

J. Gilbert's Steakhouse (Upscale Casual)

Overall Grade: A

J. Gilbert's was the top-scoring winelist of the Upscale Casual Steakhouses that we surveyed and one of the highest scoring of all 104 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. So you can be ready with your BTG choice when your server comes to take your drink order and don't have to worry about juggling a drink/wine list while perusing the menu.

Pricing: C+, in the middle regarding pricing. Given that J. Gilbert's does not have any locations in expensive urban markets, we expected the prices 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, also has 3 designated flights (but with this wine list you can build your own). If it added some interesting half bottles, J. Gilbert's would get an A+. Still as upscale casual steakhouses go, J. Gilbert's offers far more selection than its competition .

Regional Diversity: A, With wines from 12 different countries, J. Gilbert's is far ahead of its 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 to 100 wine brands, there are few surprises here to challenge the palate of the true aficionado.

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 newsletter.