

Fresh & French

For her eponymous Westside Provisions District shop, Perrine Prieur "had everything in mind, right down to the concrete countertops and the burlap at the windows, and White Provision helped me build it out," says the former sommelier at JOËL Brasserie. Indeed, the new boutique shop reflects Prieur's lifelona vision to share her French Provincial-inspired concept with all. In addition to some 350 wines, the shop carries all manner of artisanal cheeses and meats, oils. chocolates and coffees, perfect for pairing with her expertly selected wines. What's more, she offers weekly wine tastings and educational classes, all of which take place at the shop's centrally located focal point-a 14-foot communal table. Perrine's Wine Shop, 1168 Howell Mill Rd., Atlanta 30318. (404) 254-5077; perrineswine.com -Heather J. Paper



Sensationally Chic

Encompassing Old World and New World wines, as well as an impressive collection of Champagnes and sparkling wines, the inventory at pH Wine Merchant—under the direction of proprietors Patrick

A INSPIRED BY THE RICH COL-ORS OF WINE, DESIGNER AMY D. MORRIS CREATED A GRAPHIC WALL DISPLAY AND VELVETY-LUXE TASTING ROOM FOR HER PROPRIETOR FRIENDS AT THEIR SUPER-STYLISH—AND TECHNOLOGICALLY AD-VANCED—NEW PH WINE MER-CHANT.

Shippey and Anthony Yambor-runs the gamut from the familiar to the obscure. But it's more than the variety of wines that make this place special. Upon entering the front door, you're met by an iPad podium where you can browse the likes of Robert Parker, Wine Spectator and Burghound, Straight ahead are zinc countertops like those found in the original French wine bars. And around the corner? A dazzling tasting room, where designer Amy D. Morris has made her most indelible mark, and where wine consultant Maggie Meroney leads classes as well as guided tastings, 200

Peachtree Hills Ave. NE, Atlanta 30305. (404) 949-0702; pHwinemerchant.com

-H.J.P.

THE RUSTIC-CHIC DIGS OF POUR WINE MARKET IN BROOKHAVEN BEGUILES BUYERS WITH DIVERSE AND WELL-PRICED BOTTLES OF VINO (PLUS CRAFT BEERS) THAT THEY CAN SAMPLE BEFORE THEY PURCHASE.





Taster's Pace

The philosophy at Pour Wine Market and Tasting Room is simple, really. Co-owners Johnny McCall and Parke Lammerts want customers to "try before they buy." That's why this Brookhaven spot features an Old World-style

market on one side and a sitdown tasting room on the other. Pour specializes in affordable wines, predominantly priced within the \$12 to \$25 range, but also stocks craft beers. And if the affordable aspect weren't enough to keep customers coming back, the atmosphere is just as appealing; Lauren Davenport of Davenport Designs Ltd. worked with the owners to create a rustic chic ambience, with recycled barnboard siding setting the tone. 1418 Dresden Dr., Atlanta 30319. (404) 474-9563; pourwinemarket.com

-H.J.P.