

ROBERT S. ORENSTEIN



Robert S. Orens[ein is Founder and President of International Wine Accessories. Bob Founded IWA in 1983 and has developed it into a leading national catalog company of wine related merchandise. Besides its retail catalog division, IWA also has a wholesale division which distributes its products to wine stores, gift shops, hotels, and restaurants. IWA is a leader in the wine accessories industry, offering products such as wine storage units, racking systems, stemware, corkscrews, books, videos, and other exciting wine accouterments.

After obtaining his MBA from Temple University in 1973, Bob worked as an auditor for Arthur Young and Company in New York. He then went to American Airlines where he became the Manager of their Federal Tax Department. When American Airlines relocated its headquarters from New York to Dallas, Bob transferred to Dallas as well.

It was in Dallas that Bob decided to pursue his entrepreneurial dreams. Bob had always been very interested in wine, yet he did not desire to start a business directly in the wine/liquor trade. He looked at the market and noticed an opportunity in wine related merchandise. Bob realized that this would be a small, niche market. Instead of considering a small local store that would have limited potential at best, Bob decided to start a mail order company that could expand into a national market. This was the beginning of IWA.

What Bob began in 1983 out of a spare bedroom of his condominium has grown beyond his wildest expectations. Today, IWA mails over 3 million catalogs per year with projected annual sales approaching \$20 million. Besides having a unique product line, Bob contributes his success to a very simple business philosophy: "I always try to treat my customers in the same manner that I desire to be treated myself."

When Bob is not busy selecting new products for the catalog or reviewing marketing plans, he enjoys life with his wife of 16 years, Nancy. Bob is a member of the Direct Marketing Association, a member of the International Food and Wine Society, and the former Dallas Battle of the Contreras de la Chains des Rotisseurs.



International Wine Accessories

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