



Q&A WITH **MICHAEL HOWARTH** Vicolo Del Vino

Tell us about your business:

Vicolo Del Vinos, Rochdale's hidden gem, literally. Tucked away up a cobbled ginnell known as, Butts Avenue, (OL16 1JG).

Our luscious list covers wines from around the world. With fantastic, seasonal wonders poured by the glass, you will find lots to inspire your next favourite discovery. We are honest and open about what we sell and incredibly approachable.

We serve food Wednesday to Sunday and have live music Friday-Saturday (with a view to do Sundays on reopening). We also have draught beer on rotation and a wide selection of soft drinks. We believe Vicolos is one of the most outstanding venues there is, visually stunning and a great meeting place.

We face a challenging time at the moment, firstly, how are you doing, and how can your customers reach your business?

We are doing ok, we have started doing home deliveries for both wine and food. We do 6 wines for £40 (mix crates available) for free home delivery, and Free Pizza Wednesday, which is £20 for a bottle of wine, a side and two free pizzas or pasta.



We are also doing an Italian 'tapas' - Cicchetti on a Thursday, any 5 dishes for £20. We have a really simple and friendly ordering process for restaurant quality food, delivered to your door.

The Town Centre is about to go through one of its most positive transformations for years. When we do get back to some normality, what will you have in place?

We also run The Pint Pot, situated above Vicolos, and we are looking at ways of ensuring both venues complement one another.

In terms of our bands, we are really upset about the way live music has disappeared, so we are looking at starting band nights on a Sunday. We are also looking at doing a wine master class, something the locals can feel comfortable with, a really honest approach towards certain wines without the associated snobbery. We will be able to offer a case of your preferred wine based on the tastings. It's really important that when our customers approach wine they are comfortable with what they like, not what they are told they like.



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What's the best way to contact you?

Social media -

Email: vicolos@hotmail.com

Web: <https://vicolos.wixsite.com/website>

Facebook / Instagram: @vicolodelvino

For home orders:

Simple process, follow us at @vicolodelvino on facebook, send us a message and we will send you the menu to confirm your order, we will then send you an invoice for payment. It's that simple! We will offer you a delivery slot and all you need to do on the day is relax, any delays or questions we will let you know.

What's your favourite thing about Rochdale?

Easy, the people. The amount of support and love we have had from the people of Rochdale is why we do what we do. The conversations we have with people, the way they appreciate the bar and the joy they bring us is second to none. Long may it continue, as long as they are here for us, we are here for them.

What is the most unique thing you have ever sold or been asked for?

Well, we have had some rather strange requests for pizza toppings, but once, someone came in and asked for the single most outrageous topping you could think of - pineapple!