

Pairings Wine Bar celebrates Three Years in Business

“Incredible wine experiences”, “delicious deli food” and “outstanding and attentive customer service” are just a few words which are regularly used to describe Pairings Wine Bar, Castlegate, York. Regarded as one of the best Wine Bars in York, the thriving, independent and award-winning business recently celebrated its third birthday.

Sisters and co-owners Kelly and Kate Latham brought their dream of owning a Wine Bar to life when they discovered a shared passion for matching great wine with delicious food. From this they spotted a gap in the market, and so became trendsetters in bringing a wide range of deli food and drink pairing experiences to York.

Kelly says “We wanted to create a relaxed and informal space where our guests could come and discover new and exciting wine, whatever their knowledge. We take great pride in offering high service levels, so that everyone who visits us has a memorable experience time and time again. Our food and drink concept has become hugely successful, more so than we ever imagined.”

Before Pairings was founded, Kelly, who was at the time Head Sommelier at a prestigious hotel chain, and Kate, who was an Office Manager at a high-end Estate Agency, realised that together they had all the experience, skills, passion and determination required to set up a successful business in the heart of York.

Kate says “We love where we are situated in historic Castlegate, opposite Coppergate Shopping Centre and a stone’s throw from Clifford’s Tower, however this initially came with its own struggle as it didn’t have the same footfall as some of the more popular locations in York. It took much longer than anticipated for word to spread about what we had to offer, that alongside the impact of the floods in 2015, it was touch and go whether we would make it past the first six months. Having poured all our savings into the business and taking out substantial loans, we had no option but to ask for yet another loan from a family member to see us through the slow start and did everything we could to spread the word. Thankfully this paid off, Pairings is thriving, we’ve secured and been shortlisted for several prestigious awards and last week we were delighted to see that we had become the number one restaurant on TripAdvisor.”

As part of Pairings Wine Bar’s three years in business celebration, the team have recently unveiled the first of many new art exhibitions which will run all year round at the venue. The

first showcase features the work of Greg Winrow and Rebecca Jayne – two of Yorkshire’s finest artists who are exploring the beauty of the man-made and natural world through their work. This showcase will be displayed until 7 January 2019 and thereafter a new showcase will arrive every three months so that a wide range of artists can exhibit their work.

In the three years in which Pairings Wine Bar has been in operation it has garnered many accolades, including winning the title of Bar of the Year in Visit York’s Tourism Awards 2017. In addition, Pairings constantly receives outstanding feedback from guests through online review websites and its high-quality Wine Tasting events regularly sell out weeks in advance.

The future for Pairings Wine Bar is bright with Kelly and Kate currently in the process of developing and enhancing their in-house offering, they go onto say “The customer experience is at the heart of everything we do. We are currently looking at enhancing our Pairings Experiences to encourage more people to explore the world of wine in an informal setting. The beauty of being a York Independent Business is that we can act on customer feedback quickly, so for example earlier on this year we bought in braille and large print menus which have been well-received by our guests who have visual impairments. In addition to this, we are also a child and dog friendly venue up to 6pm every night and parts of our venue is regularly hired out throughout the week for special occasions, business and networking events and much more. We believe in inclusivity and are proud of what our wonderful team has achieved over the last three years, and are thrilled that our guests love Pairings as much as we do.”

The award-winning Pairings Wine Bar on Castlegate is open Sunday to Thursday 12noon – 11pm and Friday and Saturday 11am – 12 midnight. For more information visit www.pairings.co.uk, ring 01904 848909 or visit them in person.