

Stadiums & Venues: A New Place for Wine



Enomatic® Wine Serving Systems expand wine culture to all wine hospitality environments including sports and entertainment venues.

In 2009, Dee Lincoln, co-founder and vice president of Del Frisco's Double Eagle Steak House, partnered with the Cowboys to open the first wine bar concept at the new Cowboy's Stadium in Dallas.

Lincoln's concept, the Bubble Bar, incorporates Enomatic Wine Serving Systems, including an Enoround and four Enolines, in which customers can enjoy 48 premium wines by the taste or glass while attending any event at the stadium.



Located on the silver suite level, Bubble Bar patrons can relax with their favorite picks and still enjoy watching the game.



Dallas Business Journal noted the following:

"I love wine. I have a great passion for wine," Lincoln said. "The stadium is the most spectacular state-of-the-art arena in the world. I've been fortunate to have relationships with the Jones family. I knew that they wanted something real unique and special."

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"If you're a wine lover, this will be the place to come," said Mike Rawlings, chairman and CEO of Legends Hospitality Management, the operator of the stadium, who said he has not seen anything like this tasting room in a sports venue. "There are high-end wines, but nothing like a tasting room."