My article and History on Calling my stores Aimee’s WINE HOUSE Ltd

Written By ‘The Aimee’ Davies Director.

It all began with being made redundant from the large chain of Threshers off licences in 2009. I made the brave decision at a young twenty-three years old to bravely re-open two of their stores, entirely by myself and with family support. Once I made the initial steps of setting up our first store #45rodneyroad I needed to think, what was I going to call my business?

It was either going to be Aimee’s WINES or the current Aimee’s WINE HOUSE ltd. I did a small bit of market research, and everyone expressed their immediate liking to our current name, it was catchier and had more of an impact.

Yes, my Name is Aimee! you may have noticed how indeed my name is spelt.

I am one of many Aimee’s and not Amy’s! on this planet.

Another key fact is both of our stores sell a much larger proportion of WINE! Products, so yes, we are indeed a WINE HOUSE. And at least may as well have been my home for the last eleven years, with the back breaking unsociable number of hours it takes to make a business successful.

When I encounter the abusive remarks I receive from random individuals, who feel the need to make myself and those instore uncomfortable saying “I should feel ashamed to call my business what it is named, and that I should be setting an example!” I can’t help but need to tell my story.

Key fact in August 2010, a local in Bristol BS9 came in to store told us he was on a plane in First class with Amy, upon talking with her he mentioned our stores and indeed she thought it was brilliant.

So fast forward to 2011 two years later, the most amazingly talented young lady Amy Winehouse dearly passes, I loved her music so much, I used to listen to it over and over again whilst driving the 1.5hours to get to university every day.

Should I change the name I was getting asked? The only response I could give was No its my name.

Just after Amy passed, a gentleman who was one of Amy’s supports in life was in the area, and he felt the need to come in to tell us our store name had been in a conversation, and that yes, she did love! The name. He made a huge note to us that we shouldn’t change the name no matter what.

Ok, so I would like to tell the whole story, I only ever come from a good place, and anyone who thinks I have made a gain or have made a mockery of someone else really hurts! Did I call my business Aimee’s WINE HOUSE ltd because of Amy???

Proportionally YES. Wow I had to! How much I loved the singer, song writer and what a coincidence she had the surname Winehouse. – key information alert…. If only my surname was as cool! That’s all I could think.

Now I am not too sure on the details of what happened to Amy, I wouldn’t like to know all the details as I find it really upsetting.

I can’t change what happened to Amy. After eleven positive successful years with all the wonderful love I have received from our customers far and wide - NOW my own name was established in the Southwest.

We are now in the present day 2022, and the public are still taking pics of the stores, but it only ever seems to resonate good vibes. A celebration of Amy’s impact and if I can help everyone remember her too then that’s just fine.

Here’s to the next eleven years, I do not plan on going anywhere else and I am still enjoying the stores sooooo much. The business I have created and all my hard work continues, juggling being a mum to a rather life loving and enjoying toddler. The Aimee’s WINE HOUSE Ltd is well into its second century.

Love, happiness, support and care to all. All the best Aimee x

P’s I still continue to do live cover performances of Amy Winehouses songs – Key fact