

## Retail Wine Stores

Since the creation of Le Cantine in the heart of the Chianti Classico region many other fine wine stores and retail tasting rooms throughout the world have been developed utilizing enomatic Wine Serving Systems™.

enomatic™ is a great way to preserve and market wines in any retail establishment.

Your customers questions of "what does that wine taste like?" can finally be answered and you can create a unique 'try before you buy' experience that your customers will be happy to pay for. Customers can be certain that the wine they purchase is to their personal taste and they can buy more wine with confidence.

Whether it's a behind the bar or enomatic™'s signature wine card system, you are sure to enhance your customer experience and satisfaction.

### WINE CARD SYSTEMS

With the 'deductive' Wine Card System with our 1 volume pour and digital price display models, the opportunity for customer self-service wine tasting is now possible. The taste portion can be set to any volume you desire (usually between 25 - 30 mls) and in a typical retail wine store:

Customers purchase a Wine Card to a value they choose.

- The customer inserts the Wine Card into the card reader in each machine to activate the bottles in that machine.
- The card reader digitally displays the value on the Wine Card for the customers' information.
- Above each wine bottle the price to taste each wine is digitally displayed. The price is individually set depending upon the price of the wine.
- The customer selects a wine and presses the corresponding button.
- The price of the tasting is automatically deducted from the Wine Card as the wine is served.
- The customer removes their Wine Card until another tasting is desired.
- Any unused value of the card can be refunded to the customer, or regular VIP customers can retain the card for future use. The Wine Cards can be reused by reloading or adding additional value.
- Our WINESOFT software can monitor the status of each wine in the system and the tasting activities of customers.



Whole Foods Market, utilizing Enomatic Wine Serving Systems, was the first grocery store to be named the "Best Wine Retailer of the Year" in 2007 by Wine Enthusiast Magazine