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New York**Enomatic Wine Dispenser Makes Its Debut**

A new wine dispensing unit that has been popular in Asia and Europe and parts of the United States made its debut in New York in June and is causing excitement among Eastern wine marketers.

The unit is called the Enomatic and can service wine from as many as 1,000 bottles. The groundbreaking installation at a new store founded by **Union Square Wines & Spirits** in lower Manhattan enables customers to sample as many as six dozen wines from a battery of machines located throughout the store.

At USQ, customers registering for the program receive a card with 1,000 free units. Tastes come in units roughly equivalent to shelf price (i.e., 20 units for a \$19.99 wine). Cards are replenished as customers purchase wines (i.e., spend \$20 and get 100 more tasting points).

"Customers have taken quickly to the opportunity to taste wines from every region," said general manager **Katherine Moore**. "One woman ran through her 1,000 points in one day. But, then again, she had friends helping her."

Clay Sheff is CEO of **Sheff Imports** of New York City, which markets the Italian wine innovation in the northeast. He views the Union Square installation as a showcase and says it has attracted tremendous interest. "We are talking seriously with several retailers as well as a major restaurant which views the card system as a way of tracking sales by individual servers. They also see its value as a controlled pouring device with no waste," he said.

Enomatics are now in place in Boston, Chicago, Florida, Texas and California, as well as western states serviced by **Rinaldini Distribution** of Laguna Niguel, California. The first Enomatic in the United States was installed at **Tuscan Marke** in Austin, Texas in January 2004.

The first Enomatic unit in California went into action at **VinoVenue** in San Francisco in September of 2004 (see *Wine Business Monthly*, News, December 2004). Early users likened the experience to a wine automat. It was followed by **Taste**, a showcase for the wines of the 72 Edna Valley producers in San Luis Obispo, California; units have proliferated throughout western states.

The most unusual Enomatic installation is a wine kiosk in the lobby of the **Cinetopia** cinema in Vancouver, Washington.

While New York has been slow in adopting the Enomatic, the success of the installation at Union Square is expected to spur others in this competitive market to put similar units in place.