

The WineNews Corner



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THE FUTURE IS IN WINE BY THE GLASS ACCORDING TO ENOMATIC, THE COMPANY THAT HAS PERFECTED THE NEW WAY OF HIGH QUALITY DRINKING. AGREEMENT BETWEEN ENGLISH CHAIN SELFRIDGE'S FOR DISPENSERS THAT WILL NOW POUR TOP WINES IN THE COMMERCIAL HEART OF LONDON

ATM machines for wine? Automatic wine by the glass is the future according to Riccardo Gosi, the head of Enomatic, the new company from Greve in Chianti specialized in the production of automatic dispensers that pour wine directly from the bottle to the glass. And it has conquered within just a few years markets all over the world, developing a network of over 40 dealers in 59 different countries. One of the most recent and most important "conquests" by Enomatic (www.enomatic.it) is the distribution colossal, Selfridge's. The temple of modern commerce, whose central office is located on Oxford Street in London, has now installed Enomatic machines with which some of the top wines are being served by the glass, even the likes of Chateau Petrus (for the modest sum of 28 pounds for 25 grams of wine).

This is a true innovation and manna for many wine enthusiasts who may not be able to afford an entire bottle of wines like Petrus, Margaux, Lafite, as well as Barbaresco di Gaja, Brunello di Montalcino Tenuta Il Greppo of the Biondi Santi family, Solaia and Tignanello di Antinori and Sassicaia, but who can now at least have a taste of the wines of their dreams. With Enomatic's machines, an opened bottle remains unaltered for up to three weeks, even though, confides Gosi, "Bottles are always finished before then. Our system can be loaded with various labels and this offers enthusiasts a wide array of choices". Not only the top names, but also many high quality wines are being dispensed, thus facilitating the diffusion of the culture of good wine drinking. Just imagine places in Dublin, or London, or the United States who have acquired an Enomatic machine and are able to offer 150 different wines at a time.

"In New York" – noted Riccardo Gosi – "near Central Park, a locale is being created entirely with our machines. And similar locations are being developed in Tokyo and London. For this reason, I say that the future is in wine by the glass, not only for locales but also for restaurants where our system allows clients to combine a different wine from an array of choices for each serving". The success of Enomatic's machines has already been proven: created in 2002, it foresees closing out 2007 with 1,800 machines constructed and earnings of 6 million euros (versus 4 million in 2006 and 2 million in 2005).

"We are witnessing an unexpected growth" – concluded the patron of Enomatic – "and this year we are particularly happy because we are registering an important growth in Europe which is ahead of the U.S. (long the leading market for wine) by 15%. It is important that the 'Old World' grow. Overseas there is already familiarity with wine by the glass but the quality of wine is mediocre. Instead, in Europe we are used to high quality but have not yet appreciated this form of tasting, which is now taking form to the benefit of wine sales".