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Taste before you buy it

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ASHEVILLE — When John Dernas and his brother Yotty visited Italy, they were amazed by what they discovered there. It wasn't a Michelangelo statue or the Roman ruins. It was a consumer-operated wine-serving kiosk known at the *Enomatic Wine Serving System*.



Four years after their trip to Italy, the Dernas brothers have brought the wine-serving system to their Vino Vino Wine Market on Merrimon Avenue.

“It allows you to taste the wine before you buy it ... We've had a great response to it,” John Dernas said.

The machine stores 16 bottles of red wine representing a range of prices and regions of origin, Dernas said.

They change the wine selections frequently.

Customers pay per one-ounce taste and can add any amount of money to an electric card. The wine market stores the cards for customers.

“It's well-received,” Dernas said of the wine-serving kiosk. “People are definitely buying more wine and taking more risk.”

The machine is available during the market's regular business hours: 11 a.m.–7 p.m. Monday–Friday and 11 a.m.–5 p.m. Saturday.