



enomaticTM
wine serving systems

Rinaldini Distribution, Inc. Press Release

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Press Release

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Hotels, Casinos, and Shopping Centers: Enomatic creates new business solutions

USA - 7/16/07 - With over five years experience in the global wine and hospitality industry, **enomatic™** Wine Serving Systems is nearing 100 installations in the United States; expanding from traditional wine bars and tasting rooms to resorts, hotels, casinos, movie theaters and even shopping centers.

enomatic™ is the world's first fully automated wine preservation and serving system, as seen at San Francisco's Vino Venue, New York's Union Square Wines, and Florida's Tastings: A Wine Experience. Designed and manufactured in Italy, **enomatic™** can preserve wines longer than any other preservation system available to date.

enomatic™ offers solutions for any environment through the use of unparalleled wine preservation and internationally patented dispensing and auto-cleaning technology which assures fresh wine from the bottle with every serving. In the last four years, **enomatic™** has entered new and untraditional commercial markets, providing wine solutions for new businesses in a new era.

In 2003, **enomatic™** was installed at **Cinetopia**, a movie theater in Vancouver, Washington becoming the first concept in the US to provide automated wine tasting and wines by the glass in a cinematic environment.

The **Gaylord Texan Resort** became the first commercial resort and hotel to utilize **enomatic™** technology and provide guests a unique wine tasting experience during their stay.

Similarly, this past May, Nevada's **Grand Sierra Resort and Casino** was the first casino operation to incorporate a fully functional customer access wine tasting experience through **enomatic™**. Casino and hotel guests can charge a wine card, which can be billed to their rooms, and access wine samples or wines by the glass.

With **enomatic™**'s wine card system and **enosoftware** professional operating software, installations such as these can manage inventory, wine levels, and every transaction through real-time monitoring and alerts. **enosoftware** also allows businesses to track and record customer preferences as well as financial and statistical data. With **enomatic™**'s continuous effort to provide unlimited business solutions and flexibility, **enomatic™** can be incorporated into more commercial environments than ever seen before.

Earlier this year, **Amuse**, part of the the Honolulu Design Center became the first interior design showcase and shopping center to offer clients wine tasting while exploring merchandise.

Although **enomatic™** is primarily used in retail wine and restaurant operations, the system is constantly being requested and customized into new and diverse environments, creating unique opportunities and more sustainable business practices.

To date, **enomatic™** is present in 56 countries around the world.

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Rinaldini Distribution, Inc. is the exclusive importer and distributor of **enomatic™** wine serving systems for Northwest Southwest USA. Rinaldini Distribution, Inc. products include: **enomatic™**, **enoline**, **enosystem**, **enomove**, **enosoftware** and wine card systems for controlled customer access in wine boutiques, wine cellars, wineries, wine bars, tasting rooms, restaurants, home use, and/or any wine or commercial environment.

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