



by the glass®

Branded wine dispensers by By The Glass



When sales meets marketing!

On trade

Brand visibility combined with tasting option and permanent availability by the glass

Retail

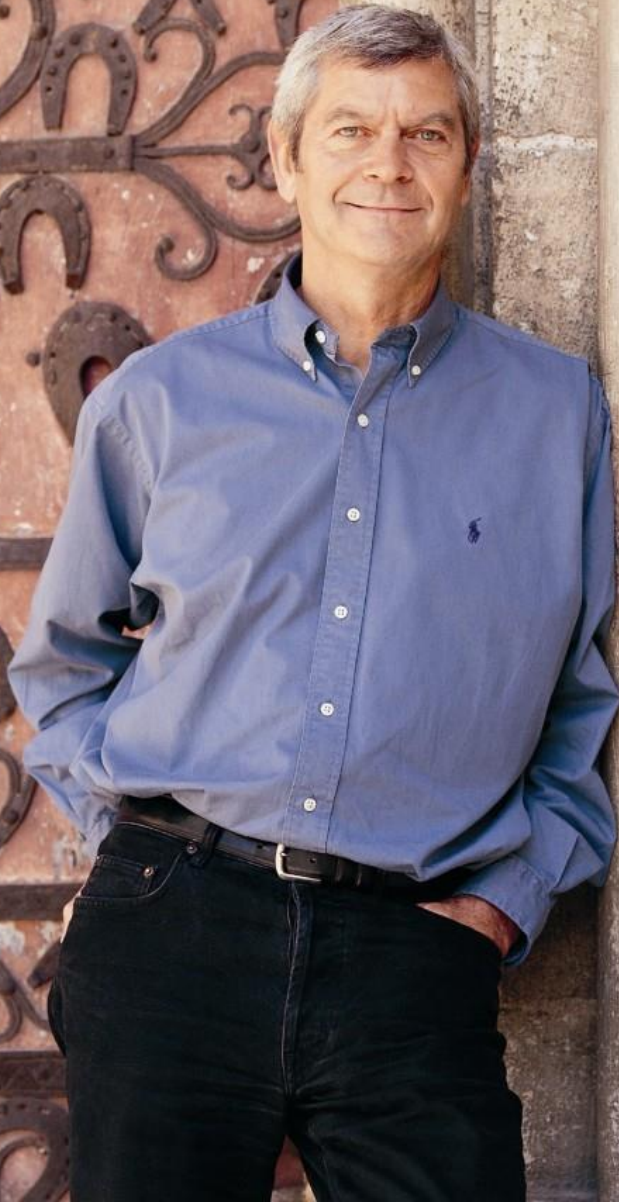
Brand visibility combined with tasting option

ESTD  1876

BERINGER®



L A R O C H E



L A R O C H E

Luigi Bosca



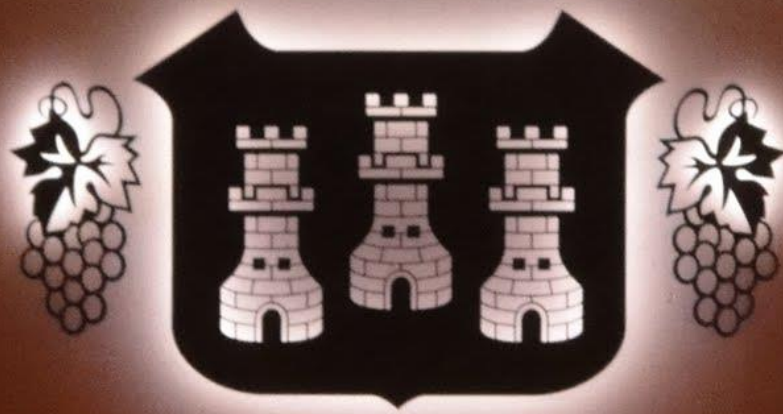


The
ROLLAND
COLLECTION

BY
MICHEL ROLLAND



TORRES



1870





DISCOVER CALIFORNIA WINES



Other brands

Some of the other brands making use of branded Modulars:

- Vistamar
- Cono Sur
- Whitehaven
- Zenato
- Amayana
- Domaines Albert Bichot
-

Temporary vs. permanent

On trade

Permanent: aimed at permanent availability by the glass.

E.g. Beringer, Luigi Bosca, Laroche

Temporary: aimed at first introduction

E.g. Sopexa

Retail

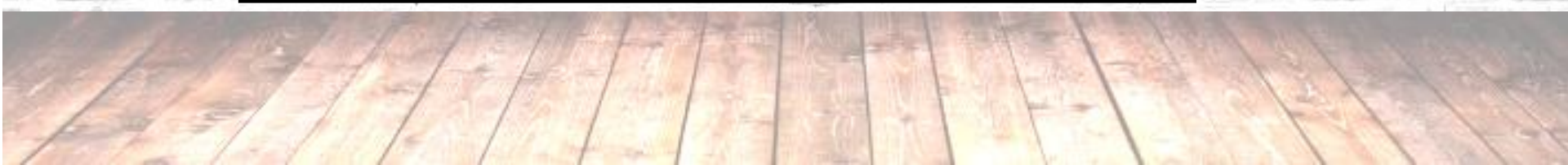
Permanent: create new platform to promote wines continuously (changing assortment)

E.g. Wines of California

Temporary: aimed at first introduction

E.g. Vistamar, Cono Sur, Wines of California

Permanent installations On-trade



Temporary installations retail and fairs



Standard functionalities

- Climatising
 - Always the right serving temperature
- Preserving
 - Perfect preservation of 'open' wine bottles
- Portion control
 - Exactly the right volume per glass (no overpouring!)
- Presenting
 - Exceptional presentation of wines

Advantages of the Modular

1. Highest user friendliness: changing a bottle has never been easier
2. Optimal hygiene: thanks to the removable dispensehead cleaning or replacing the parts in contact with wine is very easy
3. Takes little space. One unit is only 25cm wide
4. Modern Dutch design
5. The engine "breathes" on the front side which means the units can be build in

Advantages of the Modular

6. Easy to expand: it's possible to start with a limited number of units (e.g. 2) and add units later when the concept has proven itself
7. Easy to relocate: if things change for whatever reason the units can easily be picked up and put somewhere else
8. 1 temperature zone per unit, so 3 or 4 units would give you 3 or 4 temp zones. Instead of 6 and 18 degrees you could do 6, 8, 16 and 18 as some whites go better at 6 than at 8 etc.

By The Glass International B.V.

- Consumer and customer oriented (we all benefit!)
- 100% focus on wine dispensers
- Active since 2006
- Broadest and most flexible portfolio (and more to come!)
- Top 3 worldwide, top 2 outside US
- Best certified dispensers
- Partners with diverse backgrounds
- For International Key Accounts: direct contact to HQ

We work smarter and we try harder!

by the glass®