

by the glass®

By The Glass dispensers: Means to and end

- Consumers have a desire for choice and quality
- Consumers are willing to spend more if their desire for choice and quality is met
- The dispensers of BTGI enable hotels to offer choice and quality anytime, anywhere without the risk of high wastage

Conclusion

- **BTGI dispensers enable hotels to realise higher sales and profits from wine**

Ps. pro-active activation increases the impact!

Standard functionalities

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

Optional functionalities

- Access control
 - Access for card or key holders only
- Self service
 - Customers dispense their own wine (usually paying via a pre-paid card)
- Registration
 - Connection to the cash register

Portfolio of solutions

- Different channels, different locations, different occasions ask for different solutions
- By The Glass offers 2 distinctive product lines
- Each product line in itself offers extensive possibilities to customize further
- More innovations expected early 2014

The Standard model

by the glass®



The Standard model



The Standard model



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The Standard model



The Standard model



Advantages of the Standard

1. **Ultra reliable**: this model has been optimised since 2006 to become the very reliable, robust model it is today
2. **Tailor made solutions**: different number of bottle positions (6 to 16), different colours, glass back wall etc etc.
3. Climatising: **excellent cooling capacity**, flexible climate zones (patented technology).
4. Userfriendliness: sliding doors, **storage for second bottle**. Overall: very easy to operate.
5. **Sense and simplicity**. We have kept this dispenser as simple as possible without compromising on the functionalities.

The Modular



The Modular



The Modular



The Modular



The Modular

by the glass®



The Modular branded



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 (think global, act local)

We try harder!

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