

## **enomatic<sup>®</sup> proudly offers the most advanced wine by-the-taste technology and will release a brand new model at the NRA Show 2009**

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Press release from: [enomatic<sup>®</sup> east and southeast USA](#)



enomatic<sup>®</sup> will be showcasing a new product line to the American market, the latest wine serving and preserving technology: ELITE. The worldwide leader in wine serving technology and preserving will be exhibiting at the 90th annual National Restaurant Association Show in Chicago IL, on May 16-19, 2009 on booth no. 1886.

Atlanta, GA – May 12, 2009 – How does next-gen technology allow wine venues to be more creative and efficient in wine sampling, management and preservation?

In order to attract consumers, an increasing number of bar, retail, restaurant, hotel and cruises are offering new ways for shoppers to sample products. They are investing in automated dispensers to pour wine because the demand for wine by-the-taste is growing and evolving both in quality and volume. However in economic downturn, the hospitality industry focuses on cutting costs and maximizing return on investment.

The solution found by a growing number of venues is to invest in technology as a logical effort to enhance their strategy and guarantee perfect preserved wines. Enomatic<sup>®</sup> wine serving systems enable to sell premium wines by-the-taste without wasting potential revenue and over-pouring. The enomatic<sup>®</sup> tasting concept allows to offer a large variety of wines for sampling, thus allowing the customers to escape from the pressure of choosing a wine blindly while increasing the wine by-the-glass-offer.

In addition, bar guests are unlikely to be disappointed with a purchase of a bottle when they have already sampled a sip of it. One more advantage stands in self-cleaning system of the serving spouts guarantees maximum hygiene.

To meet a growing and demanding need from the market, enomatic<sup>®</sup> designed a new wine dispenser product range to help business owner maximize their profit margin. The ELITE line feature plug-and-play technology, temperature control, high quality preservation and serving, inventory tracking and provide efficient beverage management strategy. Touch screen technology, 3 different pouring size choices, LCD display, smart card technology and high design quality explain also the success of enomatic<sup>®</sup> wine dispensers.

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### Company Information:

Founded by a Tuscan Wine maker in Italy since 2002, enomatic<sup>®</sup> wine serving systems are now in 72 countries with hundred of venues installed in the United States. In few years, enomatic<sup>®</sup> became the worldwide leader of wine dispensers with

advanced technology. The enomatic<sup>®</sup> research and development department develops high quality products that help business owner in their beverage strategy to track customer preferences and purchases.

For more information on any enomatic<sup>®</sup> products:

Please call Bertrand LAPOIRE, General Manager for enomatic<sup>®</sup> East and Southeast USA at (404) 394-1202 or visit our Booth #1886 at the National restaurant Association's International Foodservice Marketplace, May 16-19 at Chicago's McCormick Place. [www.enomatic.com](http://www.enomatic.com)

[You can find this press release here](#)