



How many times, when faced with a bottle of wine, have we wondered if we should open it? We would like to taste it. Taste it and think about it. Taste it and understand it.

Lorenzo Bencistà Falorni asked himself the same question almost 10 years ago, and his answer led to the story, or, perhaps better, revolution that is Enomatic.

In 2002 Enomatic developed and patented a highly technological system that allows wine to be drawn from bottle to glass while maintaining the characteristics of the wine still in the bottle unchanged for up to a month.

Since then Enomatic has introduced innovation after innovation, in a sector whose treasure is tradition... and in 2011 broke another taboo, freeing bubbly from the tyranny of the bottle.

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)

## **An Italian Story**

It all began in 2000. The idea was to open the largest, finest, and best stocked wine shop in Chianti Classico. A place where it would be easy to experience the wine by the glass. Lorenzo Bencistà Falorni (who owns Enomatic, with his brother Stefano) wanted to allow clients to select not just among three or four wines, as was the common practice, but among thirty, forty, or even a hundred. To realize this dream he decided to completely restore an ample 19th century space in Greve in Chianti.

The first dispensers were assembled in 2000, in a garage, and in the month of September 7 circular prototype machines, the so-called Enoround, were installed, making 112 wines continuously available to visitors wanting to taste.

*It was an immediate, and tremendous success, recalls Italo Baldini, the company's CEO; such a success that within a few months the 'Cantina di Greve' became the most important point of sale for Tuscan wines in the area.*

Enomatic's success came from consumers, who were the first to realize the importance of the development, while, oddly enough, one of the major obstacles proved to be the diffidence of the wine producers. *"Diffidence that was rapidly overcome, and orders came in. Our system allowed us to open and sell top of the line, expensive wines that the wineries themselves sold sporadically. They started calling, and asking, 'How do you do it?'"*

*"At the same time, we began to think about making dispensers for other customers. And it was the demand of these potential clients that gave us the courage necessary to take the next step and enter production. Our first "sister" wine shop was opened on the other side of the world, by a New Zealander who was struck by what he found in our Cantina. Now he's our representative for Asia,"* says Lorenzo Bencistà Falorni with a grin.

**In fact, Enomatic is a world leader** in the wine technology sector, and with its systems for preserving wine in bottle and serving it by the glass sets the standard for wine business and hospitality solutions.

Success that the young company from Greve in Chianti has achieved in a few large steps:

Enomatic was established in 2002, by two people who made 15 dispensers; by 2004 they had moved from the garage to larger facilities and hired eight people. And by 2006, the great leap forward: more than 800 dispensers produced, and a work force of 18.

Subsequent years have seen the introduction of new models: the *Classic Line* was flanked first by the *Smart Line*, and in 2009 by the *Élite*, while the work force has increased to 45 people who now work in production, administration and sales. Enomatic currently produces about 1300 dispensers per year, has 6 product lines, fifty branches throughout the world, and is present in 70 countries.

In little more than 10 years, its business has expanded to 6 million Euros per year. A nice Italian success story.

### **The roles of Intuition and Research**

It would be nice, but overly simplistic, to think Enomatic's success the result of a happy intuition. Intuition provided the spark, true, but was supported by determination, work, and a great deal of research.

The first dispenser was made by trial and error; every piece of the mechanisms that are at the heart of the Enomatic system was perfected through constant comparisons of the wines in the glass.

*"The quality of the wine in the glass has always been the primary goal of our project: all of our efforts are directed to obtaining a wine from an already-open bottle that matches that from a bottle just opened. To date, we have managed to rob almost 30 days from the clock..."*

The reaching of this goal has been confirmed by two authoritative juries: the laboratories of the Chianti Classico Consorzio, *"considered one of the finest and best known at the European level... authorized to carry out official tests by the Ministero delle Politiche Agricole Alimentari e Forestali... and to prepare certificates of analysis for wine exportation"* and the United States Sommelier Association.

The Consorzio carried out laboratory analyses to trace the evolution of the principal parameters of wine oxidation, and certified the effectiveness of Enomatic's wine preservation system, while the American association, which was contacted as a body of foreign experts, expressed its approval after a series of blind tastings.



Now the Enomatic brand has become synonymous with **Wine Serving Systems**, with its name becoming (as has happened to Kleenex or Xerox) used to identify a product that is widely imitated.

The dream of preserving the quality of the wine in an open bottle is, after all, not new. There are many more-or-less technological systems, beginning with the hand-operated wine-saving pumps that remove the air from the bottle, and extending to traditional wine preservation systems that lack the serving function.

**What, then, is new about Enomatic? Enomatic has brought together a series of innovations, creating a "system" that for the first time addressed the needs of both consumers and wine sellers!**

From a technical standpoint, too, Enomatic revolutionized many crucial aspects of the sector: the tap that allows the pouring of the wine, for example, is an Enomatic patent; there is also temperature control, the technique by which the nitrogen pumped into the bottle pumps the wine into the glass, hygiene thanks to a further "puff" of nitrogen that keeps the tube perfectly clean, and finally the option -- yet another innovation -- to specify exactly how much wine one wants.

Enomatic has added further value to its dispensers through careful design -- a characteristic of the Italian Style -- that enhances the bottle, and makes the unit perfectly suited for any setting...

And finally, Enomatic invented the Wine Card.

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)

## **The Wine Card**

The Wine Card is another Enomatic patent. It allows consumers to taste wines without the assistance of store or bar personnel, while enjoying maximum precision and flexibility.

The Wine Card, which is available in both rechargeable and credit (i.e. a wine credit card) versions allows consumers to explore all the wines in the dispenser at their own pace and in the order they prefer, deciding how much they want -- a tasting sample, half a glass, or a glass, and how much they want to spend.

This simple innovation has allowed, on the one hand, a reduction in management costs, and on the other has made the more renowned labels more approachable...

*"Though few can afford a bottle of Château Margaux, many can grant themselves the pleasure of sipping a glass! And without Enomatic's technology the possibility of finding a Premier Cru by the glass would be nil..."*

Finally, the Wine Card allows the establishment's management to know precisely -- through a program developed by Enomatic -- the demand dynamics, i.e. which wines are most sought after, on what days, and in what quantities, and therefore to be more exact in placing orders and providing service.

## **A Philosophy Revolving Around Customer Satisfaction**

Market studies show that sales of wine by the glass increase business and are much more profitable than sales by the bottle. This datum, together with a widespread decrease in spending capacity, greater attention paid to wine guides, and, in parallel, greater attention to food-wine pairings, indicate the direction being taken by retail sales. With the result that, ever more frequently, consumers ask for and appreciate "wine by the glass."

Enomatic is perfectly suited to this context, meeting the needs of both consumers and wine shops or restaurants.

The introduction of Enomatic systems, be it in a wine shop, a restaurant, or a cruise ship, in fact allows management to drastically reduce waste, because the entire bottle is served, and consistent amounts are poured (there is neither under nor overpouring). If one adds to this

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)



picture easy management and maintenance of the equipment, and, thanks to the Wine Card, further savings in personnel, the system is hard to beat.

From the client's standpoint Enomatic is the perfect product: the bottles are front and center, the wine is always at the perfect temperature, the client gets just the amount desired, and at a proportionate price.

In essence, having a considerable number of bottles available for tasting makes any purchase in a wine shop more knowledgeable, and also removes the uncertainty factor, as the consumer can match the wine to his tastes before purchasing it. ***"Drink less, therefore, concentrating on the quality and personality of the wine. This is the wine culture Enomatic believes in,"*** says Stefano Bencistà Falorni.

*"The 'Cantina di Greve', like all the other wine shops & bars in Italy and the world that have installed Enomatic units are exciting places,"* says Italo Baldini. *"Consumers, even those least experienced, can witness the emotions of a vertical, discovering how a wine evolves over time, or discover the nuances of terroir within a given appellation... sorts of knowledge and experience that are generally enjoyed only by a select group of experts."*

This is the Enomatic Revolution.

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)



## **The Enomatic Systems**

Enomatic currently produces four product lines for wines, three dedicated to still wines, and, the great innovation of 2011, Flûte, the wine dispenser developed for quality sparkling wines. Let's examine them, one by one:

### Smart

Smart is Enomatic's entry-level line, a perfect combination of functionality and design. It is a compact dispenser ideally suited to the back bar, and for small spaces. It allows clients to choose between four wines, and to select between three different volumes.

### Classic

This is Enomatic's "historic" line, the one that made the company famous throughout the world. Its many different functions, coupled with clean modern design, make it perfect for every setting, thanks especially to the Wine Card, which allows clients to serve themselves. The Classic Line includes several models: Enoline (a 4 or 8-bottle in-line dispenser that is quite versatile, thanks to its depth of just 20 cm), Enomodule (an 8-bottle in-line built-in model that can be mounted in multiple units, creating surprising aesthetic effects), Enoellipse (a striking unit with 16 bottles arranged in an ellipse), Enomove (a mobile unit mounted on a cart, which allows wines to be served directly at table) and Enopoint (a refrigerator unit with 5-bottle integrated dispenser).

### Élite

Élite is the evolution of the Enomatic system. Its highly technological system guarantees increased service and greater interactivity thanks to a touch screen display and graphic displays that provide information on the products. The Elite system is available in both "back-bar" and self-service (with the Wine Card) units, and, because it has two climate-controlled chambers, can serve both white and red wines. It is available in the in-line Enoline model, and in the circular Enoround model. Its color can be personalized, and it is also available with gold-colored trim.

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)



### **Flûte, the pleasure of bubbles... by the glass at last.**

If, until now, the Enomatic system had expressed its potential with great still wines, in 2011 Enomatic introduced a new, exclusive patent for Flûte, the first system that allows Champagne and other sparkling wines to survive beyond the "fateful two hours" from when they have been opened.

*"With Flûte, Enomatic's technology has taken another step forward,"* comments Enomatic's CEO Italo Baldini. *"The real difficulty was determining how to maintain the intensity and lightness of the perlage over time... A challenge we solved after two years of research, thanks to the use of cutting edge materials and technologies."* In this case, once again, the wine in the bottle is preserved by the injection of an inert gas into the bottle; the gas protects the wine from oxidation and ensures that the perlage, bouquet and flavors are the same from the first glass to the last, even after an interval of several days. *"A revolution for consumers, wine shops, and, in time, winemakers too."*

Like the other Enomatic serving systems, Flûte combines technological perfection of the highest level with modern design, resulting in an elegance that allows the unit to be placed in any setting.

The Flûte units have a four-bottle capacity, are available with or without the Wine Card, and have an LCD display that provides information on the wines being offered.

### **And Olive Oil?**

Enomatic is not just wine. Good Tuscans that they are, they have also thought of green gold, i.e. extravirgin olive oil, tastings of which are becoming steadily more popular among both experts and consumers.

To help people further their understanding of this precious food and best understand the varietal characteristics of the various olive cultivars, Enomatic has developed Olioline, a dispenser with eight spigots, all at room temperature.

### **NorthPole, a step into the world of spirits**

When it comes to spirits, Enomatic has developed two exclusive "plug & play" models: Spirit and North Pole.

Spirit was developed for those who enjoy distillates: It is designed for spirits that are best served at room temperature, for example Cognac, Whisky, Brandy, Rum, Armagnac, Grappa and so on. Four bottles and three volumes to chose from at the press of a button.

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)





NorthPole is cold! And thus perfect for those who wish to enjoy Vodka or other drinks best served well chilled. Its powerful refrigeration system keeps the bottles ice-cold without the need for chilled glasses or ice. Moreover, in keeping with the latest trends of the sector, NorthPole is designed to attract attention: The bottles are lit, and the unit's cover can be personalized.

Finally, in the spirit of responsible consumption, the NorthPole units placed in nightclubs can be equipped with the "Shot Card," which allows customers to serve themselves, but can be programmed to reduce the quantity provided after a certain hour.

### **A look to the future**

Enomatic consistently anticipates market trends and its ideas for the future are clear: The next step is private homes, where a steadily increasing number of people open top quality wines, and, especially if they are singles or couples, will welcome the opportunity to enjoy them in perfect condition for more than one evening.

Press Information through:

Turner PR, Florence. Tel +39 055 764 189 E [memo@turner-pr.com](mailto:memo@turner-pr.com)