



# wine-by-the-glass to maximise profits



It's a fact that wine-by-the-glass sales increase turnover and are more profitable than bottle sales.

In addition, when offered, customers prefer higher quality premium wine labels. These are significantly more profitable than standard house wines.

However, restaurants and bars have typically only offered a limited range of lower value wines by the glass.

This is because of the problems associated with opening higher value premium wine labels, these being:

- wine that is not consumed oxidising in the bottle and being wasted.
- staff over-pouring glasses and thereby reducing profit margins.
- stock "shrinkage" through unaccounted stock losses by staff.

Enomatic has solved these problems forever!

- Enomatic's system protects wine from oxidation enabling bottles to be opened and consumed over a period of more than 3 weeks.
- Enomatic's technology controls the exact volume of wine to eliminate over-pouring and ensure that customers receive consistent value. Our systems can be fully adjusted to your needs.

- Enomatic's quality provides customers with the confidence that the wines they order are always in a freshly opened condition and served at their optimum temperatures.
- Enomatic's Enotec software provides real-time inventory control and can track which wines staff are serving.
- Enomatic's automation increases the speed of service - simply press the button to select the desired wine.
- Enomatic's design attracts attention to promote sales of the range of wines you offer.

Wine-by-the-glass sales are growing worldwide. Get serious about your wine sales with an Enomatic Wine Serving System to create a unique wine experience that differentiates you from your competitors.

Enomatic provides the opportunity to:

- significantly enhance the satisfaction of your customers by providing them with a wide range of wines they can select to suit their own tastes.
- allow customer self-service by using our Wine Card System - and reduce staff costs at the same time.
- allow customers to select a different wine with each course of their meal. With our 3 volume models customers can sample a small taste and then select either a half or full glass that suits their tastes.
- proactively service your customers by offering wine at their table with our mobile enomove models.