



enomaticTM
wine serving systems

Feedback from Scenic Cellars about Enomatic

“Enomatic has changed the business to make us a destination and no longer simply a wine shop. We now have a lot more people in the store, they stay for longer and feel more comfortable milling around and having a look, it is more interactive as the customers are now involved in the shop and not removed from the experience. They can help themselves and they enjoy the fact they are in control of their tasting and how much they spend, they also comment that it is much better that they can independently taste the wines without staff “hovering” over them.”

“They love the opportunity to try the super premium labels such as Grange and Y’quem, for example during the AIGrand Prix weekend (an extremely busy time when we had lots of people in store) the most poured wines were all super premium labels. Although there are few after sales of these wines it shows that customers are interested and relish the opportunity to try them, this encourages them to try something new that they might have been wary of before, they step out of their comfort zones as there is no commitment to buy and they know there is no risk of disappointment as there would be if they had purchased a bottle and disliked the wine.”

“All the feedback has been positive, they find it easy, uncomplicated and they like the concept. We hosted several industry evenings to launch Enomatic for local business and frontline tourism staff and all involved thoroughly enjoyed themselves and thought it was a great idea, good for Taupo and would be popular with tourists and locals. It is an activity for the tourists that is affordable, not weather dependant and without time restrictions (i.e. they can take as long/short time as they want, a good time filler between other activities) and for locals, assisting them to buy the right wine or as something to do with a difference before dining out, instead of going to a bar or pub.”

“Moss Wood winery in Margaret River normally provide us with a limited amount of their boutique wines however a friend of the winery owner came to Taupo and loved the Enomatic concept and as we had Moss Wood on the machines at the time, he returned and told the winery, who then contacted us and offered us unlimited stock of what ever we want which is a very positive outcome for us!”



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