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Newsletter n. 9, year 2006

The past year has been a very exciting one for all the enomatic family!

We issued several new dealers so that now our network covers over 30 Countries: Spain, France, Ireland, England, Benelux, Germany, Austria, Denmark, Scandinavia, Suisse, Italy, Hungaria, Czech Republic, Romania, Russia, South Africa, USA, Canada New Zealand, Australia, Japan and all the Asia-Pacific Area.

With the help of our dealers we participated to the most important wine exhibitions in the world, such as *Horeca* in Amsterdam and Barcelona, *Prowien* in Düsseldorf, il Salone internazionale del mobile in Milan, *Vinitaly* in Verona, *Vinexpo* in Bordeaux, *International Hotel & Restaurant Show* in New York and everywhere the enomatic systems gathered a large success.

On the other side, the number of system successfully operating worldwide increased vertically : from Riga to Stockholm, from Moscow to London, from Bucharest to Budapest Prague and Skopje, from Frankfurt to Bilbao and Majorca, from Tokyo to Honk Kong and in most of the USA now the enomatic brand is well-known and synonym of the **wine-by-the-glass culture**.

One thing connects all these premises: it deals with Top Class Locations.

The special software-operated-machines are now working in USA, Italy, Ireland and New Zealand with considerable satisfactions of the owners, fast payback and high mass-media coverage.

We can see that our concepts are now perceived worldwide as one of the best system to enhance the culture of wine. Please consider that, while the year consumption of the normal table wine is decreasing, the quantity of quality wine served is increasing worldwide (please see this UE sheet)

Average consumption thousands of hectoliter	Quality wine Vqprd	Table common wine	Total amount
1990/91- 1992/93	47945	73403	121.348
1993/94-1995/96	50982	68222	119.204
1996/97-1998/99	52506	67238	119.744
2001/02-2003/04	56112	64016	120128
Source: Ismea-UE			





Linate airport, Milan



International Hotel & Restaurant Show in New York

NEW DEALERSHIP

New dealers have joined the **enomatic** family, we send them all our best wishes of good work. They are:

AREA	COMPANY	CONTACT	EMAIL
South Africa	Omni Systems s.a.	Johan Pretorius	johan@omnisystems.co.za
Nederland&French Antilles	Curacao Wine Imports	Paul Jonkers	paul@iltappo.com
Denmark and Poland	to be defined soon		

NEW FEATURES

enomatic is preparing *some very interesting news* and we will be pleased to present them in the next Vinitaly from the 6th to the 11th of April (www.vinitaly.com). All our dealers, customers, interested ones and friends are kindly invited to pay us a visit to discover these news.

INSTALLATION SHOWCASE

A lot of new locations went to enhance the **enomatic** installation showcase, you can find pictures of some of them:



Lukas Liquor Superstore USA www.lukasliquor.com



Ostrowsky Wine Gallery, Boston <http://www.wine-gallery.com/>



Cinetopia Multiplex cinema, Portland ,Oregon
http://www.cinetopiatheaters.com/wine_bar/wine_bar.htm

enoteka Terreno, Stockholm, Sweden

Wine tasting Dallas, Texas





enomatic™
wine serving systems

Launch party at the Grand hotel
Lund, Lund, Sweden
www.grandilund.se



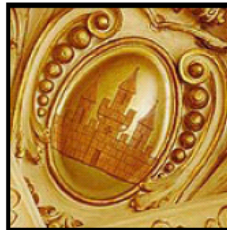
Grand Hotel

Main menu



GRAND HOTEL
046-2806100

Through *time, space &* gastronomy



The walls at Grand tell of history and proud tradition. However, Grand is, and always has been, an up to date establishment.

We consider the fact that we strive to maintain the colorful milieu that is so characteristic of Grand a great honour. We have preserved the atmosphere and enhanced genuine details in all rooms. Naturally, we acknowledge today's demands for mobile working facilities by offering, for instance, computer connection in all rooms.

We also offer guests morning paper deliveries free of charge, saunas and much more. The front desk is open all hours. You will find complete information about rooms, connections, service and other things on our more detailed information sheet.

Dinner guests at Grand are in for a magnificent dining experience. We proudly uphold the traditional Scanian/ Swedish cuisine that constitutes the basis of our menu. However, as a result of our culinary curiosity we have also gathered inspiration from countries all over the world. Our menu represents tradition and renewal, a conglomeration of past and present.

More than five hundred different types of wine from more than thirty different countries renders our ample wine cellar one of the leading and most assorted ones in Sweden. At our unique wine bar you have the opportunity of tasting our exclusive wines, either in glasses or by the decilitre, served through our enomatic wine serving system.



PRESS RELEASES

Here is only a short selection of what the media world about us:
Please [follow this link](http://www.tampabay10.com/news/news.aspx?storyid=21117) clicking over "Video Story" <http://www.tampabay10.com/news/news.aspx?storyid=21117>

Univers Show News

Lasting freshness

Enomatic Benelux is showcasing an innovation designed to keep wines fresh for more than three weeks. An inert gas, such as nitrogen, replaces the wine in the bottle as the wine is served. This prevents oxidation and because the gas is inert, it has no effect on the taste or aroma of the wine. Director Jan Pieter de Vlieger said: "Now restaurants and wine bars will be able to open expensive wine and sell it by the glass. You have total control of volume, if restaurants want to serve 125ml they can set it to pour that every time. It is possible to set three different volumes simultaneously."

Models include enoline, in which four or eight bottles in a row can be temperature controlled; enoround, which holds 16 bottles on a kiosk; enosystem, which can hold eight bottles on custom designed modules; and enomove, which holds eight bottles on a mobile trolley.



De Vlieger said: "If you are looking for a wine and ask a waiter what you should drink, they will tell you what they like. You now have the option of tasting before buying an expensive bottle."

The system is cleaned with a natural gas after each pouring. "It is very easy for servers to use. There is no spillage and no waste."



www.cuisine.co.nz wrote





Wine Tastes

St, in the centre of Queenstown, allows customers to control their own wine-tasting experience. Armed with a smart card, complete with a microprocessor chip, each person chooses from more than 100 wines by pressing a button and a portion is delivered from a state-of-the-art Enomatic wine system. The price is then automatically deducted from the wine card. Food to match the wine can also be bought. Wines are organised by varietal and, while the emphasis is local, a wide range across the price spectrum from around the world is offered.

FARE TRADING

Venture around the back of the Junction Building in the heart of Queenstown and a world of fine food and wine emerges.

GILBERT VAN REENEN The Mediterranean Market began as a wholesale fruit and vegetable market but when owners Angela and Nathan Imlach noticed locals were turning up, they realised the potential of opening a fresh food store. Angela now caters for the public with an array of terrific produce, meat and fish, as well as gourmet items and imported specialty foods. A stylish café in the store, Squisito, shares space with Jenny Lamond, who bakes and sells her fabulous cakes under the name Cake Adventures.

Peter Waters of Arrowtown restaurant The Postmaster's House recently seized retail space near the restaurant for a new fresh-food outlet, The Postmaster's Store. There, with his head chef James Flint, Peter offers a range of seasonal produce, including fish (available when absolutely fresh), vegetables and herbs from Otago and Southland, interesting local meat and game and, in an innovative move, the restaurant chefs are on hand to give menu and cookery advice.

Across the way in Arrowtown's main street, the Palmer family has set up an intriguing store. The Remarkable Sweet Shop stocks lollies and sweet treats from



around the world. Aniseed balls, pink smokers and Irish moss jubes seem part of an old forgotten food culture. But they're all here, displayed in glass jars and packed into small bags to take home as gifts. Rich creamy fudge in a variety of fascinating flavours is made on the premises and all the sweets are available online too (see Fact File).

Capitalising on the growing interest in wines of this region, Rick Nelson and Rodney Johnston opened Wine Tastes, an innovative concept in wine tasting and retailing. The advanced technology at the slick purpose-built store in Beach

LAND OF PLENTY

The hills and valleys around Cromwell and Bannockburn and over to Alexandra are the key source of the new produce. At least 50 olive growers are staking their claim, with plantings of more than 15,000 trees producing small batches of big, fruity, grassy olive oils, reminiscent of the Tuscan style... no surprise when the region lies on the 45th parallel, the same distance from the equator as the olive groves of Tuscany.

Some growers have turned their hand to saffron and this intensive crop is now harvested successfully on more than 20 sites in the region. The saffron business is almost a labour of love, but it heralds significant opportunities as it expands and provides an opposite season to the northern hemisphere. A small amount of this saffron is available to local chefs and through various web sites.

Wild thyme covers the hills in this area throughout the summer, attracting keen foragers and cooks – and bees. The local beehives produce a unique, highly fragrant wild thyme honey with floral, herbal flavours. Adamson's Apiaries sell this delicious honey at Provisions store in Old Cromwell Town in the summer.

Innovative lifestyleers on land parcels in the area are taking advantage of the superb hot summer climate and planting

the famous magazine wired.com wrote:



PLAY street

Adventures

WINE ON TAP

Good wine goes bad fast. That's why restaurants only serve a dozen or so wines by the glass - whatever patrons don't finish tonight ends up in tomorrow's marinara. San Francisco's VinoVenue - part tasting room, part retailer - uses a more flexible system: it offers 104 wines through a self-serve vending machine made by Enomatic. Using a smart card, patrons pay \$1 (a 2002 Chilean Carmenère) to \$28 (the 1997 Château d'Yquem Sauternes) per 1-ounce serving. After each pour, a blast of argon - a tasteless, odorless gas - enters the bottle, preserving the rest for weeks. "We're introducing people to varietals they've never heard of, and they're buying right away," says cofounder Mary Lynn Slattery, who aims to open two more VinoVenues on the West Coast in 2006. The concept is catching on fast: Enomatic has already installed argon systems in Austin and Chicago, and plans to do the same in Dallas, LA, Reno, and Vegas later this year. Bottoms up! - Jeffrey M. O'Brien

Cabernet

Pinot, please. For a 1-oz. pour, slip a smart card into the dispenser ...

... and press a button to choose the vintage.