



PRESS RELEASE

WE ARE AT **VINITALY**
GUESTS OF
"CONSORZIO TUTELA VALCALEPIO"
PALAEPO LOMBARDIA -- STAND B8-C8

WineAmore, the new tool to create the wine list on the Ipad

A new way to choose wine at the restaurant is born!

From now on, with WineAmore, restaurants can bring to their tables their "Wine List" on the iPad. Therefore, restaurants are able to show themselves to their customers in a new and different way, definitely fashionable and fitting current times; in the meantime they can offer a multilanguage wine list, that is always updated and that can cut operational costs.

WineAmore drives the restaurant customers to choose wine in a new and interactive way; you can't only find paper pages to turn over, but you experience several different and amusing ways to identify the wine you are looking for, in order to get more information and make an aware choice.

Thus, the experience of choosing wine at the restaurant table changes dramatically. It's the final customer that decides if, for example, he wants to look red wines or only the ones from Piemonte, rather than to look for his personal preferred bottle, without turning over all the pages of the paper list. In this way, the restaurant doesn't impose its way of understanding the wine list, and it moves closer to the customer who can make his choice in autonomy.

The customer of the restaurant doesn't read only the name of the wine, its producer and the vintage; he is able to get added information such as the species of wine, the method of wine-making, the number of produced bottles, prizes and acknowledgements, the history of the producer, some suggestions for the linked food, and more.

Another important item is that, with the WineAmore App, you just touch the iPad with a finger and it changes the language (currently you can find English, Italian, French and Spanish; other languages will follow with the new releases), allowing foreign customers to easily choose the wine without causing problems due to embarrassing translations of the waiters.

WineAmore is a technological product that makes a big impression to the restaurant customers and that doesn't hurt the user as it is really very simple, easy to use, intuitive and amusing. And the restaurants don't need technical skills too, as WineAmore team thinks about everything: it sets up the application and the pages with the logo, the colours and pictures of the restaurant, insert the full wine list and update it in real-time adding new arrivals or deleting out of stock wines.

WineAmore is an enterprise based in Bergamo, founded by three shareholders who come from important experiences in the ICT and new technologies market. Their Project has been awarded among the best 10 entrepreneurial ideas by Bergamo Chamber of Commerce. Sergio Cocco, one of the shareholders said that development and investment plans are already set up and the targets are very ambitious. Within next year, indeed, they plan to have a big number of restaurant using the application in Italy and to be ready to expand to the European and North American market.

By that time the opportunity will be in the hands of the wine producers too, as they will be able to sponsor the enterprise in order to increase their visibility, being able to arrive directly on the restaurants tables and to be really present on the right moment, when the end users can choose their products.

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