



Consorzio Tutela Valcalepio and WineAmore at Vinitaly: Tradition and technology from Bergamo

At Vinitaly 2011, Consorzio Tutela Valcalepio comes with a brand new technological idea. It is indeed the partner of the official launch of WineAmore, the new application to make restaurants wine lists on the iPad.

In this occasion, the Bergamo based company WineAmore, guest of the booth of Consorzio Tutela Valcalepio, at **PalaExpo Lombardia**, booth **B8-C8**, presents the first release of this application to bring at the table the wine list on iPad.

"Ristorante Consorzio Tutela Valcalepio" is the name of the presented WineAmore personalized application, that will change the way to choose wine at the restaurant table. Obviously, into the electronic wine list of "Ristorante Consorzio Tutela Valcalepio" you will find the products of all the wine producers attending Vinitaly at Consorzio's booth, with added information and interesting layouts, that are definitely different than the usual wine lists. And most of the Valcalepio wine producers join the trade fair showing the application on their personal iPads!

Sergio Cantoni, president of the Consorzio Tutela Valcalepio and promoter of the enterprise, said:

"Our territory doesn't make only excellent wines, but it's also the place for new ideas and initiatives that are effective to step on with the times. We are proud to be the first ones to sponsor this company from Bergamo with a very interesting project, that finally offers something new for the restaurants industry and, in the meantime, allows the wine producers to have higher visibility."

WineAmore is tool to be installed on the iPad that allows restaurants to show themselves in a new and different way, fitting the current times and fashionable: by offering a with a wine list on iPad, easy to browse, rich of information, charming, always updated and available with different languages. Moreover, WineAmore allows the restaurants to cut their operational costs, and also allows the wine producers to be as close as possible to the end-users in the right moment of the choice.

WineAmore drives the restaurant customers to choose the 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.

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 foreigner customers to easily choose the wine without causing problems due to embarrassing translations of the waiters.



Consorzio Tutela Valcalepio was born in 1976, just after the DOC Valcalepio got acknowledged.

Nowadays it represents the 99.6% of DOC Valcalepio acknowledged-and-registered vineyard surface, for the production of Valcalepio Rosso, Valcalepio Bianco and Valcalepio Moscato Passito.

In 2002 it got the task of supervising on Valcalepio DOC and Bergamasca IGT.

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.

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