

BEVY BROS & RUP LTD



The World's Best Wine Entertainment



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By the Glass® Wine Dispensing and Preservation Systems

The World's Best Wine Entertainment

By the Glass® Wine Dispensing and Preservation Systems respond to one of the hottest trends in Food & Drink marketing around the world. They revolutionise the way wines are presented and experienced in the on-trade and up-market retail trade allowing for great visibility and new forms of direct consumer interaction.

Generation Choice

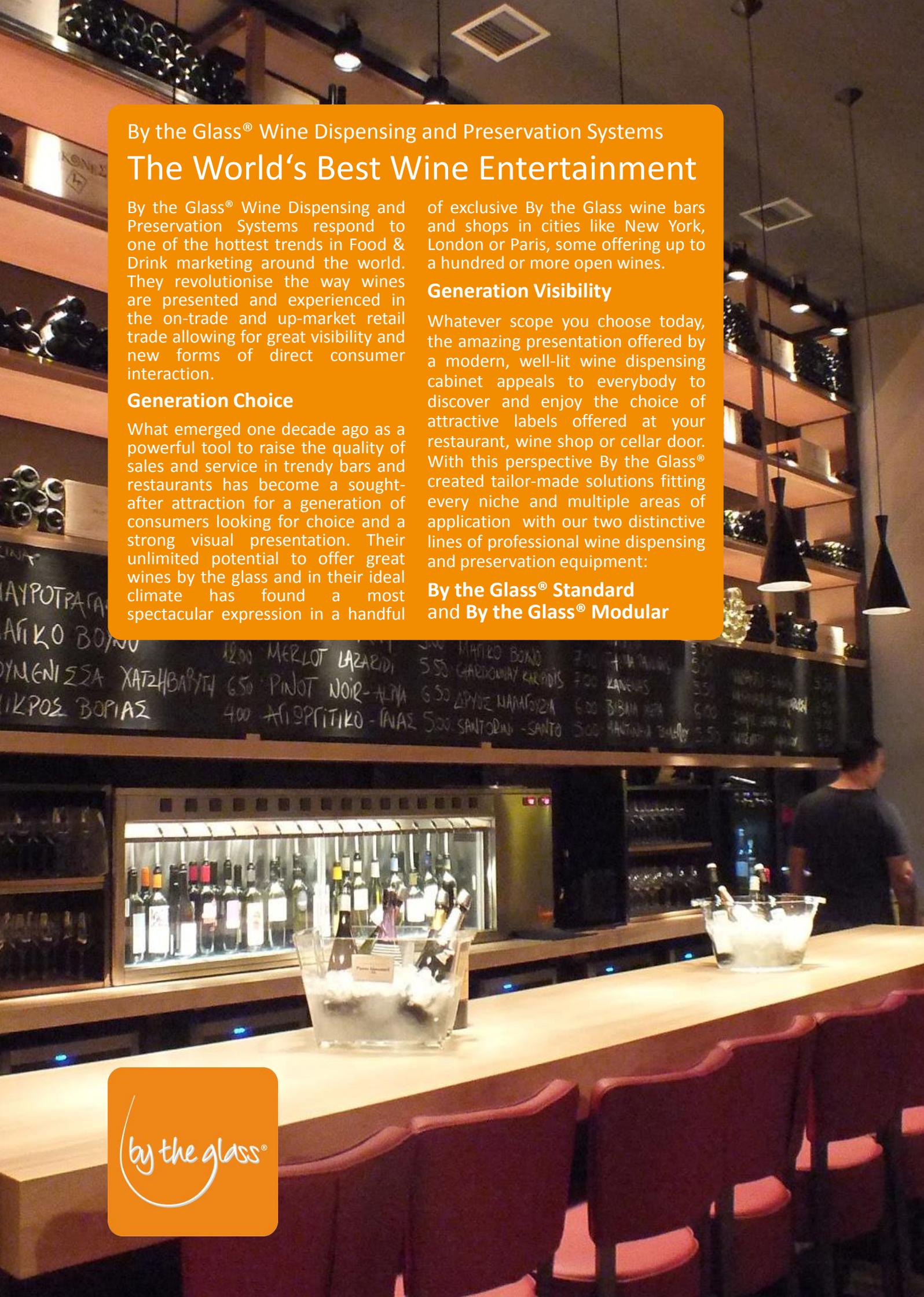
What emerged one decade ago as a powerful tool to raise the quality of sales and service in trendy bars and restaurants has become a sought-after attraction for a generation of consumers looking for choice and a strong visual presentation. Their unlimited potential to offer great wines by the glass and in their ideal climate has found a most spectacular expression in a handful

of exclusive By the Glass wine bars and shops in cities like New York, London or Paris, some offering up to a hundred or more open wines.

Generation Visibility

Whatever scope you choose today, the amazing presentation offered by a modern, well-lit wine dispensing cabinet appeals to everybody to discover and enjoy the choice of attractive labels offered at your restaurant, wine shop or cellar door. With this perspective By the Glass® created tailor-made solutions fitting every niche and multiple areas of application with our two distinctive lines of professional wine dispensing and preservation equipment:

By the Glass® Standard
and **By the Glass® Modular**



by the glass®

Sofitel Hotel So', Bangkok

The By the Glass® Quality Promise Perfect quality, perfect serve – a convincing experience at any time!

The By the Glass® technology keeps the opened bottles under a protective atmosphere of nitrogen or argon. It saves the wine from oxidation guaranteeing weeks of immaculate freshness, just as if the bottle had been newly opened. The perfect temperature control for both white and red wines contributes to a most convincing quality experience at any time.

Wine producers and the trade can rely on the guaranteed quality of their products presented at a POS or cellar door tasting, and they benefit from the new possibilities for self-service and direct consumer interaction.

Interact with the Consumer

What's more the spotlight presentation appeals to a generation of consumers who prefer to gain an impression for themselves responding to strong visual impulses. With this perspective By the Glass® is pioneering new forms of consumer interaction with our *Wine by the Card* functionality (By the Glass® Standard) and the world's first wine dispensing system connected to the Internet accessible by Smartphone (By the Glass® Modular).

Speed-up Service and Sales

A programmable portion control and the optional connection to your cash register speed up your service and give you more control. With limited risk of waste and spoilage you can offer more choice and better wines by the glass hence increasing sales revenue and customer satisfaction.

Grapedistrict, Amsterdam

Dean & Deluca, Charlotte (NC)

Marius Jouv Wijnvriend, Den Haag

KaDeWe, Berlin



THE STEAKHOUSE
AT HARRODS
Harrods, London

Mövenpick Weinkeller, Zug

BERRY BROS & RU... LTD
N°3
Berry Bros. No 3 Bar, London

Le Meridien Etoile, Paris

KaDeWe, Berlin

Park Inn, Krakow

Soneva Fushi Hotel, The Maldives

Les Vins Nicolas, La Reunion

Michel Rolland, Bordeaux (Vinexpo)

The Jones Family Project, London

BUBBLES
Bubbles, Amsterdam

Ô Château, Paris

Salt, Singapore

By the Glass® Standard and By the Glass® Modular Perfect Fit for a World of Opportunities

Our high-grade stainless steel line of professional wine serving equipment **By the Glass® Standard** is built to customer specifications in sizes from 6 and up to 40 bottle positions with optional color coatings and various other selections.

Our intelligent, ultra-compact and extendible wine serving and preservation system **By the Glass® Modular** is a paradigm of versatility in itself. It's made up of individual units for 2 bottles, which can be seamlessly connected to form bigger systems with multiple temperature zones.

Whatever venue you consider, we can arrange a fit to maximize the use of space available for the presentation of great wines. You may claim that there isn't much of a standard about our model Standard. Yet, we love to say that it has set a world-wide standard for reliability, cost per bottle position and energy efficiency.

With only 25 cm in width and 23cm in installation depth per individual unit it fits virtually any space and you may even chose to use it while changing locations for a trade show, a tasting at POS or on a terrace. Plus, its exchangeable wooden side panels can be designed to your specifications.

Food Hospitality World Expo, São Paulo

Heston Blumenthal's Perfectionists' Café, Heathrow

Booths, Knutsford

Edelbeef, Mainz

Dean & DeLuca, Charlotte

Zafferano, Singapore

Grapedistrict, Amsterdam

Wine & View, Helsinki

Feinköst Käfer, Munich

Marquis, Vancouver

Ed. Parlor, Tokyo

Hakkasan, London (Mayfair)

Plates Restaurant, Lusaka

Vagabond Wines, London

Take 5 Café and Winebar, Vancouver

The Library, Amsterdam



EasyWine is a new, stylish wine bar and shop offering 64 wines by the glass / by the card monitoring the sales per wine and per customer to better advice and serve him.

Wine 3.0 – More Interaction Connect to the Best Wines

By the Glass is pioneering new forms of direct consumer interaction with our customer card management system *Wine by the Card* for By the Glass® Standard dispensers and By the Glass® SmartWine, linking the experience at our By the Glass® Modular dispensers to your internet offering via smartphone.

By the Glass® Wine by the Card 3.0 is the latest breed of our customer card controller and back office software. It enables the employment of any standardised RFID-card like a hotel room key card and the direct connection of your card-controlled wine dispensers to the internet and system environment based on the IP/Web protocol. The back-office software allows you to see and manage the system and user information like filling levels, prices, pouring volumes and sales per wine/per customer in real-time in your web browser anytime, anywhere in the world.

By the Glass® SmartWine opens a world of new business opportunities connecting the physical experience of wines at a By the Glass® Modular wine dispenser to the information and interaction possibilities offered by the internet. To access the wines at your wine bar or POS tasting, consumers have to sign in by Facebook or email with their smartphone. They can access the information you provide, rate the wines and share the experience with their social media friends. The smartphone keeps a permanent record of all wines tasted and of course they can directly add a wine to the cart at your online shop. Thus By the Glass® SmartWine radically shortens the route from the discovery of a wine to its purchase.



Vagabond Wines is an award winning wine shop and bar permanently offering 100 wines by the glass and for tasting with the aid of pre-paid RFID chip cards.



Restaurants, Bars & Hotels

Improve the quality of wine service for guaranteed satisfaction of guests

Increase sales revenue offering more choice and better wines by the glass

Gain control over your open wine sales and reduce wastage thanks to a perfect preservation

Showcase your offer of great labels, and let the guests discover them for themselves



Up-Market Retail Trade

Assure a perfect representation of products at in-store tastings

Benefit from an attractive cost-efficient and hygienic possibility for self-tasting at POS

Highlight this possibility and explore new forms of consumer interaction

Directly link the experience to your online offering



Wine Producers & Distributors

Make sure your wines are presented in perfect condition

Promote your wines with a spotlight presentation at POS

Reduce sample costs

Benefit from the possibilities for branding and the mobility of our Modular dispensers for your cellar door, wine show or POS tasting

ADVANTAGES OF BY THE GLASS® WINE SERVING SYSTEMS



PERFECT SERVE

Keeps your wines fresh and ensures they are served at ideal temperature



SPEED AND CONTROL

With exact portion control and an optional connection to your cash register.



VISIBILITY SELLS

Spotlight presentation for your by-the-glass wines



MORE INTERACTION

With *Wine by the Card* or Smartphone technology



CUSTOM-MADE

By the Glass® Standard is custom-made to your exact requirements



GLOBAL YET LOCAL

Quick and efficient service by local partners worldwide



EASY TO OPERATE

Changing bottles is quick and simple to help maximise the productivity of your staff



POSSIBILITY FOR BRANDING

By the Glass® Modular can be customised with your brand or logo

By the Glass® – Individual Solutions for On Trade, Off Trade and the Wine Industry

By The Glass International is a global leader in professional wine dispensing and preservation equipment most widely recognised for its innovative By the Glass®-Technology. Our individual solutions for trade, on-trade and industry clients result from a decade of close cooperation with wine professionals around the world. That's why we rely on local partners

for sales and service. Contact us for a partner nearby or visit

www.bytheglass.eu

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