

## WineStation® MX8 Premier



### BETTER VALUE

WineStation® delivers superior value with total cost of ownership 30%-40% less than competitors.

### BETTER CONTROL

LCD display of pour size, price and wine information, including brand, vintage and varietal. Pour size independently specified for each bottle served.

### BETTER HYGIENE

Due to its design and patented CleanPour™ head, WineStation® requires only dishwasher or sink washing – systems flushing not required.

### BETTER PRESERVATION

With its CleanPour™ head technology WineStation® can preserve wine for 30+ days whether in or out of the unit.

### BETTER REPORTING

WineStation® produces valuable reports on brand, varietal, sales and customer performance.

Build profiles of your customers' wine preferences to better target sales messages and follow-up.

- Commercial grade automated eight-bottle intelligent wine dispensing and preservation unit.
- Patented Clean Pour™ head technology delivering 30 day wine preservation with nitrogen or argon gas.
- Preservation of wine both in and out of the unit, using Clean Pour™ heads.
- Customer self-service or staff service with secured AccuServe™ SmartCard management.
- Sales reporting, employee monitoring, customer data capture and wine preference tracking.
- LCD data screen displays wine brand, varietal information, vintage and pour size/price.
- Thermoelectric cooler (TEC) refrigeration system

WineStation® is the effective, easy to use wine dispensing and preservation solution for establishments seeking to stand out from their competition – and at the same time control costs, increase revenues and improve profitability. The fast-paced hospitality and lodging industry requires uncomplicated and reliable beverage-service equipment. WineStation® incorporates the latest touch panel technology – all pouring and service functions are performed at the touch of a button.

And you are in complete control. You specify the pour size and price for each wine dispensed from the unit. The washable Clean Pour™ dispensing head and WineStation®'s gas preservation technology guarantee clean and fresh wine just as the winemaker intended – for 30+ days, whether in or out of the WineStation® unit.

Thermoelectric cooler (TEC) refrigeration technology provides quiet and efficient cooling with minimal condensation, enabling you to serve wine at the optimal temperature year round.

WineStation®'s reporting software records purchases, tracks customer preferences, builds customer contact lists and identifies the most effective merchandising and pricing strategies to increase productivity and profitability.

The AccuServe™ SmartCard security system ensures no wine is poured unless a valid card is inserted. Seven types of smartcard can be programmed instantly, including staff cards and customer debit, credit and gift cards.

#### WINE RETAILERS

Allow your customers to try before they buy at any time.

#### WINE BARS & RESTAURANTS

Easily and dramatically improve your wine-by-the-glass programmes while differentiating yourself from the competition.

#### WINERY CELLAR DOORS

Showcase your wines all year round without fear of oxidation, just as the winemaker intended,

#### HOTELS & VENUES

Extend your revenue base by providing customer self-service and staff-service wine programmes in rooms, lounges or conference facilities.

#### WINE DISTRIBUTORS

Provide WineStation® to your on- and off-premise customers to showcase and up-sell your own wine brands ahead of those of your competition.

For more information on any of our products or services please visit us on the Web at:

[www.winepoint.co.uk](http://www.winepoint.co.uk)

## WineStation® Increases Profitability



WineStation® helps create a unique business model for customer self-service of wine by the glass – in taste, half- or full-glass volumes. It frees staff to focus on other aspects of customer service.

There is compelling evidence that wine sampling significantly increases wine sales (up to nine times). This is recognized by wine producers and distributors, many of whom are willing to fund marketing programmes to ensure their wines are featured in your WineStation®.

You can sell higher-priced wines by the glass, confident they won't have spoiled. And, having tried them first, your customers will be much more likely to buy them by the bottle.

WineStation®'s preservation, automated dispensing and monitoring technologies will virtually eliminate over-pouring, skimming and wastage through spoilage – thus reducing operating costs by as much as twenty percent. Together, the new and increased revenue streams and significant cost reductions should produce a return on your WineStation® investment in as little as three months.

## Technical Specifications

- **Width:** 114.30cm (45.0 inches)
- **Height:** 68.58cm (27 inches)
- **Depth:** 43.18cm (17 inches)
- **Weight:** 63.50 kg (140 lbs) Shipping Weight: 110 lbs

The WineStation® is shipped with levelling feet attached. They are set at the minimum of 2.54cm (1 inch) in height. The height can be increased, but not decreased. The warranty is void if the levelling feet are removed.

#### Required clearances for stand-alone installation

- **Top:** 2.54cm (1")
- **Sides:** No clearance required
- **Back:** No clearance required
- **Bottom:** 2.54cm (1")

#### Electrical Input:

- UK & Europe 230Vac 10A 50-60 Hz

#### SERVICES AVAILABLE

- Lease and Rental
- Installation and Setup
- Maintenance Contracts
- Extended Warranty
- POS Integration
- Custom Software Development
- Integrated eCRM Marketing
- Custom Cabinetry
- Technical Support
- Application Support

#### WINEPOINT

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