



Imagine a different way to serve wine.
Without opening the bottle.



Restaurant benefits

- **Feature high-end BTG** pours that were previously only available in full bottle format.
- **Create flights of world-class wine** that will excite and educate guests.
- **Offer wines in any quantity** - a taste, a glass or a half bottle.
- **Be creative with pairing options**, including rarer or higher-end wine offerings.
- **Pour fine dessert wines** such as Château d'Yquem, vintage port, sherry, etc. by the glass to finish the meal.
- **Increase sales and manage inventory** by moving featured wines to BTG.

Measurable ROI

- Customers who implement Coravin BTG programs report measurable economic benefits:
- **Revenue:** based on the experience of our existing users, Coravin brings increased revenue when switching to BTG.
 - **Margin:** Increase margin by moving wines from list to BTG menu.
 - **Waste Reduction:** Reduce wine waste by 100% on all bottles poured by the glass with Coravin.
 - **Customer Satisfaction Score:** Greater selection BTG can greatly increase customer experience and satisfaction.

How Coravin works

- Access**
Press the trigger to remove any old wine and/or oxygen from the needle and then push the needle through the cork to access the wine.
- Pour**
Tilt as if you were pouring a glass from an open bottle. Press the trigger to pressurize the bottle with argon, an inert gas regularly used by winemakers.
- Serve and Save**
When you remove the needle, the cork will reseal naturally and continue to protect the wine from oxidation.

Elevate and Separate

You will make better margins and bring in higher revenue with your Coravin BTG section than the rest of the list, so make sure it stands out. Bring the Coravin list to the top of the page and consider boxing it in to add emphasis.

Brand the List

Another great way to draw attention to your list is by branding it with a unique and creative name. Restaurants have had success with names such as "Coravin Premium Pours", "Coravin Sommelier Selections" and more. Pick a name that suits your restaurant and the wines on your list.

Add the Coravin Logo

Coravin has become synonymous with the highest quality, most unique wine by the glass programs in the world. When guests see the Coravin logo they trust they are receiving the freshest wine by the glass.

Explain the Program

Peak interest by telling guests how you are able to pour fine wines by the glass. Consider the following Coravin suggested language.

"Our finest wines poured by the glass via Coravin without removing the cork."

"A selection of rare wines available by the glass thanks to the Coravin System, without pulling the cork."

"Our premium by the glass selection, poured via Coravin without pulling the cork."

"Enjoy our finest wines by the glass, poured with Coravin without pulling the cork."



**Coravin Sommelier Selections
BY THE GLASS**

Coravin permits us to pour wine from bottles without ever pulling the cork. It delivers great glasses of wine, indistinguishable from untouched bottles.

Pinot Noir, Rochioli, "Little Hill," Russian River Valley, California	40
Brunello di Montalcino, Il Poggione, Tuscany, Italy	45
Langhe, Angelo Gaja, "Sito Moresco," Piedmont, Italy	40
Cabernet Sauvignon, Chimney Rock Winery, Stags Leap District, California	35

SPARKLING

Prosecco, Brut, Mionetto, Veneto, Italy, NV, 1L..... 10 | 40

Brut Rosé, Mumm Napa, Napa Valley, NV..... 12 | 48

Brut, Domaine Chandon, "Classic," California, NV..... 12 | 48

Brut, Piper Sonoma, Sonoma County, NV..... 13 | 52

Champagne, Brut, Veuve Clicquot, "Yellow Label," France, NV..... 23 | 92

WHITES

Riesling, Chateau Ste. Michelle, Columbia Valley, Washington, 2014..... 9 | 36

Sancerre, Château de Sancerre, Loire, 2014..... 17 | 68

Pinot Grigio, Livio Felluga, Collio, Friuli Venezia Giulia, Italy, 2014..... 15 | 60

Pinot Gris, King Estate, "Domaine," Oregon, 2014..... 11 | 44

Pinot Grigio, Swanson, Napa Valley, 2014..... 13 | 52

Pinot Grigio, Mazzoni, Tuscany, Italy, 2014..... 10 | 40

Sauvignon Blanc, Honig, Napa Valley, 2014..... 12 | 48

Sauvignon Blanc, Cakebread Cellars, Napa Valley, California, 2014..... 16 | 64

Sauvignon Blanc, Chimney Rock Winery, Napa Valley, California, 2013..... 17 | 68

Albariño, Don Olagario, Rias Baixas, Galicia, Spain, 2014..... 13 | 52

Riesling, Trimbach, Alsace, France, 2012..... 13 | 52

Sauvignon Blanc, Kim Crawford, Marlborough, 2014..... 14 | 56

Chardonnay, Rodney Strong, Sonoma County, California, 2013..... 10 | 40

Chardonnay, Francis Coppola, "Director's Cut," Russian River Valley, California, 2013..... 15 | 60

Pouilly-Fuissé, Louis Jadot, Burgundy, France, 2014..... 16 | 64

Chardonnay, Bouchaine, "Estate," Napa Valley Carneros, California, 2013..... 14 | 56

Chardonnay, Waugh Cellars, Russian River Valley, California, 2013..... 18 | 72

Chardonnay, Trefethen, Oak Knoll District, Napa Valley, 2014..... 20 | 80

Chardonnay, Far Niente, Napa Valley, California, 2014..... 23 | 92

REDS

Pinot Noir, Erath, Dundee Hills, Oregon, 2014..... 14 | 56

Pinot Noir, Meiomi, Sonoma, Monterey, Santa Barbara, California, 2014..... 15 | 60

Pinot Noir, Menamais Vineyard, Monterey County, California, 2014..... 10 | 40

Pinot Noir, Joseph Drouhin, "Laforet," Burgundy, France, 2011..... 11 | 44

Cabernet Sauvignon, Avalon, California, 2013..... 12 | 48

Rioja, Palacios Remendo, "La Montesa" Spain, 2011..... 13 | 52

Pinot Noir, La Crema, Russian River Valley, California, 2013..... 18 | 72

Pinot Noir, Goldeneye, Anderson Valley, California, 2012..... 27 | 108

Red Blend, Barco Reale, Capezzana, Tuscany, 2014..... 10 | 40

Cabernet Sauvignon, Bonnano, Napa Valley, California, 2013..... 13 | 52

Malbec, Laya Cake, Mendoza, Argentina, 2013..... 11 | 44

Merlot, Sterling, "Vintner's Collection," Central Coast, California, 2011..... 9 | 36

Pinot Noir, ZD, Carneros, California, 2013..... 19 | 76

Zinfandel, Federalist, Dry Creek Valley, 2013..... 16 | 64

Shiraz, Penfolds, "Koonunga Hill," South Eastern Australia, 2013..... 10 | 40

Merlot, Raymond, "Reserve," Napa Valley, California, 2012..... 13 | 52

Cabernet Sauvignon, J. Lohr, "Seven Oaks," Paso Robles, California, 2013..... 11 | 44

Malbec, Bodega Colome, Calchaqui Valley, Salta, Argentina, 2013..... 15 | 60

Cabernet Sauvignon, B.R. Cohn, "Silver Label," North Coast, California, 2014..... 14 | 56

Cabernet Sauvignon, Beringer, Knights Valley, California, 2013..... 17 | 68

Cabernet Sauvignon, Stag's Leap, "Artemis," Napa Valley, California, 2013..... 28 | 112

Red Blend, Celani Family, Tenacious, Napa Valley, California, 2011..... 29 | 116

Cabernet Sauvignon, Chimney Rock Winery, Stags Leap District, California, 2012..... 35 | 140

WHITE WINES

SPARKLING	REDS
Domaine Carneros, Brut, Carneros, California, NV..... 60	Perrier Jouët, Brut Rosé, "Blason," Champagne, France, NV..... 144
Astoria, Prosecco, Veneto, Italy..... 44	Piper Heidsieck, Brut, "Cuvée," Champagne, France, NV..... 89
Louis Roederer, Blanc de Blancs, Brut, Champagne, France..... 160	Perrier Jouët, Brut, "Fleur de Champagne Belle Epoque," Champagne, France, NV..... 225
Taittinger, Brut, "La Française," Champagne, France, NV..... 115	Champagne, Brut, Dom Pérignon, France, 2003..... 240
Bollinger, Brut, NV, France..... 142	Krug, Brut, "Grande Cuvée," Champagne, France, NV..... 250
Moët & Chandon, Brut, "Impérial," Champagne, France, NV..... 99	

Do you have any questions?

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Implementing a Coravin BTG Program

1. Setting Up the Menu

Elevate and Separate - You will make better margins and bring in higher revenue with your Coravin BTG section than the rest of the list, so make sure it stands out. Bring the Coravin list to the top of the page and consider boxing it in to add emphasis.

Brand the List - Another great way to draw attention to your list is by branding it with a unique and creative name. Restaurants have had success with names such as “Coravin Premium Pours”, “Coravin Sommelier Selections”, “Rare Reds and Wonderful Whites” and more. Pick a name that suits your restaurant and the wines on your list.

Add the Coravin Logo - Coravin has become synonymous with the highest quality, most unique wine by the glass programs in the world. And guests trust that because wine is poured with Coravin they will always receive a fresh glass.

Explain the Program - Peak interest by letting your guests know how you are able to pour fine wines by the glass. Consider the following Coravin suggested language.

“Our finest wines poured by the glass via Coravin without removing the cork.”

“A selection of rare wines available by the glass thanks to the Coravin System, without pulling the cork.”

“Our premium by the glass selection, poured via Coravin without pulling the cork.”

“Enjoy our finest wines by the glass, poured with Coravin without pulling the cork.”

2. Selecting Your Wines

There are many creative ways to structure your Coravin program. To ensure success, your Coravin BTG program should be customised to your restaurant, designed specifically to work with your format and enhance your beverage program. The easiest program to manage consists of selecting 3 reds and 3 whites to feature on the Coravin list and rotating these wines on a monthly or quarterly basis. The following page features some case studies for additional ideas.

3. Training Your Staff

Management backing and comprehensive staff training are critical to implementing a successful Coravin program and seeing positive long-term ROI. Take advantage of Coravin’s Quick Start Guide and videos at www.vimeo.com/coravin and coach staff on how to sell Coravin BTG at your restaurant.

Practice - Ensure that all servers have ample time to practice with the Coravin System so it will be second nature when using it in front of guests. Don’t forget to repeat trainings for new employees!

Starting the Conversation - Here are some simple talking points that can be used to introduce guests to Coravin.

- The wines in the Coravin section of the BTG list are very high-end pours that were previously only available in full bottle format. Now you can enjoy just a glass or two of a remarkable wine.
- Since we use Coravin to pour wine without removing the cork, each glass is pristine - exactly how the wine maker intended.
- There is no need to compromise on a bottle for the table - now, everyone can drink exactly what he/she likes, and even pair a new glass with each course for an elevated dining experience.

4. Executing Your Program

Promote the Program - Encourage staff to point out the Coravin BTG list and consider printing the Coravin list on a small table tent for increased visibility.

Serve Table Side - Using the Coravin System table side creates a unique and memorable guest experience and increases wine sales at neighboring tables. Generally, a sommelier or manager handles table side service.

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Ideas and Inspiration

Case Studies - Successful Coravin Programs

To ensure success, your Coravin BTG program should be customised to your restaurant, designed specifically to work with your format and enhance your beverage program. Below are a few examples of Coravin programs that have been very successful.

• **Unique Pairings at Les 110 de Taillevent (London):** At Les 110 de Taillevent, all 110 wines are served BTG thanks to Coravin. They have implemented an exciting **pairing project with 30 different wines**, where each glass is associated with 30 seasonally-inspired à la carte dishes specially conceived to deliver unparalleled precision in the pairing of food and wine. The success and **great reception convinced Les 110 de Taillevent to become official reseller of Coravin.**

• **Half Bottles at The Remedy (London):** The cellar options of The Remedy are compelling and all **available in half bottles for half the list price thanks to Coravin**, giving access to great wines as Hubert Lamy ‘La Princesse’ Saint-Aubin (£75), Bernard Maume ‘Belle Croix’ Nuits-St-George 2004 (£68) and Corbineau ‘Beaulieu’ Chinon 1989 (£85). **The Remedy’s ‘Monday Night Fever’** is a bold attempt to draw people in on the most punishingly drab day of the working week when The Remedy offers **12 wines by the bottle at a 50% discount**, while there is always a chalkboard full of intriguing by-the-glass option to choose from.

• **Impressed Customers at Glass (Berlin):** “The wine service is impeccable, they have **over 150 wines available by the glass thanks to some cool gadget called “Coravin”**. We had a few different glasses across the meal, the super knowledgeable sommelier recommended some wines that perfectly fit the food (**Château Musar ‘99 with the lamb, WOW!**)” – Pierre, Tripadvisor www.tripadvisor.com.ph/ShowUserReviews-g187323-d4699956-r429087679-Glass-Berlin

• **Rare and Vintage Gems at David Burke’s Primehouse (Chicago):** Before Coravin, patrons would never have had the opportunity to experience a 1966 Bordeaux by the glass. Primehouse designed a Cellar Glass Pour Program featuring 90ml and 180ml pours of rare vintage wines such as a 1976 Lafite Rothschild and a 1999 Whitehall Lane Cabernet Sauvignon. A 1.300€ bottle of 1988 Château d’Yquem that sat for more than five years untouched before being featured on the Cellar list, **sold in less than a week by the glass, bringing in far more than the bottle list price.**

Be Creative

In addition to the inventive examples above, restaurants are successfully using Coravin in a variety of unique ways. Not only will creativity increase profits and elevate the customer experience, many restaurants have received positive press because of their interesting Coravin BTG programs. Below are some ideas to consider.

- Feature new wines every week, month or quarter to deepen relationships with existing suppliers. Consider pouring a full line from a specific winery or focus on brother/sister offerings (ex. Cabernet and Chardonnay from the same producer).
- Create a half bottle program by using Coravin on the rest half of the bottle and removing cork for the second half.
- Hold a bin end sale, by creating a BTG menu when changing lists to feature wines that are moving slowly or reduce excess inventory.
- Add unknown wine regions or unusual themes to create a unique guest experience and differentiate from the competition.

- **Cabernets Around the World** - List 5-6 Cabernets from diverse regions like Australia, US, France or Chile.

- **Old World vs. New World Battle** - Create mini-flights that include one old world wine with one new world wine of the same varietal (Sauvignon Blanc from New Zealand and France, Bordeaux Merlot vs. one from California).

- **The Path Less Traveled** - Create a list full of wines from regions few have experienced (Slovenia? Poland? China?).

- **Discovering Riesling from Sweet to Dry** - Riesling can vary greatly by producer. Create a list that shows its many personalities and possibilities.

- **Time Traveller** - Feature flights of the same wine over 3-4 years to taste the nuances between different vintages.

- **Explore Napa / Tuscany / Bordeaux** - Feature wines from a new region every month, selecting wines from all over the region (for example, in Napa select wines from Carneros, Rutherford, Calistoga, Spring Mountain, etc.).

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