

THE WASHINGTON WINE PANEL

NOVEMBER 2012 • 3.95

Tony Terlato

*The Man Who Built The
World's Greatest Wine List*



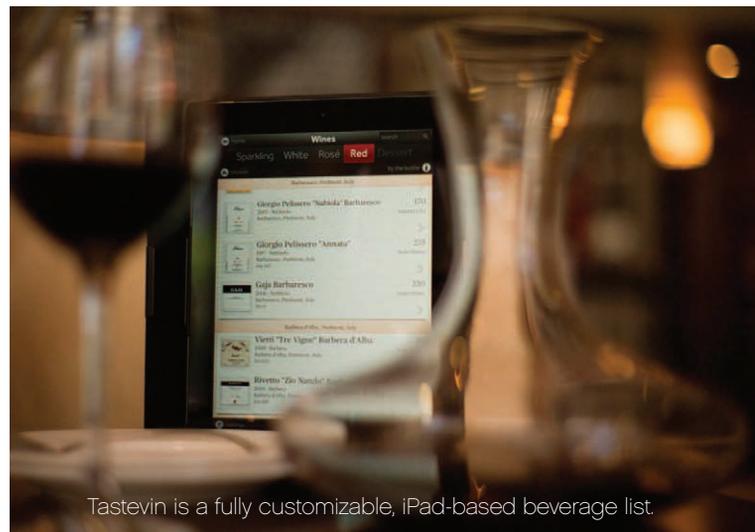
There's an for **App** That!

TODAY'S BEVERAGE LISTS GO DIGITAL

Beverage list apps for iPad are poised to significantly influence the course of beverage professional-customer interaction. We already see a lot of competition in this burgeoning space, including offerings from SmartCellar, Uncorkd, Maxx Menu, Personal Sommelier and iBartender, to name just a few. But the technology is still maturing. There are often annoying deterrents to broad adoption, including expense and ease of use (or lack thereof), particularly in the back of the house. Many restaurants have therefore held off, at least until everything works as it is supposed to.

But printed wine lists waste paper, ink and money. Making changes is cumbersome, to say the least. On the customer side, nothing stresses diners more than a list of names they can't pronounce from regions they've never heard of.

Tastevin is a fully customizable, iPad-based beverage list



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by Ben Weinberg / photos by Kevin Moloney

that offers pairing suggestions and keeps track of inventory in the cloud. This app allows the pairing of every appetizer, salad and entrée with as many wines, spirits and beers as desired. The diner can browse labels or select an entire meal and instantly receive custom recommendations. Tastevin also provides excellent integration capabilities. It's at least as effective as other, similar apps, continues to work if wifi goes down, and is so inexpensive that even casual restaurants could benefit from its introduction.

Josh Mayo, General Manager at Panzano's, adopted Tastevin. "We used to print our list in-house and had a hardcover binder in which we presented them. Now we have the ability to keep our list up to date with what's available to the guest and can correct things like vintages at all times without a full reprint when something changes."

According to Mayo, the best thing about the app in reference to customer interaction is the ability to easily navigate the system. "It is so much easier for the guest to have the visuals with labels, pictures and detailed information on each wine. It makes them feel more comfortable with what they're ordering."

In terms of back-of-the-house operations, "the ability to keep our inventory in line and how easy it is to make changes from anywhere completely satisfies our needs. Rottweiler and Tastevin have also been very open to working with us on upcoming software and application changes if they become necessary."

WHAT IT COSTS:

The only required fee is \$17/iPad/month over a lease term of 36 months and includes both iPad hardware and Tastevin software. For additional information check out the Rottweiler website at www.rotweilerhw.com.

Tastevin is produced by Labrador Omnimedia (www.labradorom.com). Labrador has a software licensing agreement with Rottweiler Hardware (www.rotweilerhw.com), which in turn focuses on hardware leasing and customer service. Founders include beverage and software industry vets such as John Jordan of Jordan Vineyard & Winery.

In Part II, scheduled for February's annual technology and education issue, we'll delve further into the specifics surrounding this game-changing beverage app and hear from other users across the nation. Stay tuned.



Ben Weinberg played with Tastevin app on an iPad during a memorable meal at award-winning Panzano's restaurant in Denver, Colorado. He is pictured here with Panzano Sommelier Josh Mayo.

HOW TO GET IT:

Rottweiler Hardware
601 B Mendocino Ave.
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Tel (800) 601-0600
www.rotweilerhw.com

iTunes link for app download: <http://itunes.apple.com/app/tastevin/id464927864?mt=8>