

For Immediate Release

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Tastevin Pairs Diners With Wine

Santa Rosa, CA – Tastevin, a new tablet wine list created by a team of beverage and software experts at Labrador OmniMedia, is opening the doors to the world of wine for a whole new generation of consumers. Created with the consumer, sommelier and distributor in mind, Tastevin puts a broad spectrum of information and media at the fingertips of every diner. Diners can read about a winery, watch a video of the winemaker, or read reviews from top wine critics, all right on the tablet.

“Guests are enthralled with the Tastevin experience and empowered to make bolder, more confident wine selections,” enthused John Harof, Director of Operations, Ruth’s Chris Steak House Atlanta. “As early as its first month of use, the iPad wine list sparked double-digit wine sale increases at our downtown Atlanta restaurant. Additionally, the Tastevin platform provides instant feedback to management by monitoring sales data in real time.”

The Tastevin iPad application is a compact, easy-to-navigate list which can include wine descriptions, label images, photos, videos, and tasting notes on every wine in a restaurant – more like a wine guide than a wine list. Ordering wine becomes a fun adventure that not only helps consumers learn about the wines that are being offered; they can also view customized wine and food pairings, daily specials, and videos from the chef or winemaker, all at their fingertips. No more cumbersome wine list binders.

“We are thrilled that many of the top restaurants in the nation have adopted the Tastevin app,” stated John Jordan, co-founder and Chairman of the Board. “This really validates that our product is the wave of the future.”

And there are additional advantages for the restaurant. “With Tastevin, a restaurant’s inventory is always accurate,” said the co-founder and CEO of Labrador, Josh Hermsmeyer. “Sommeliers can take wine orders with confidence knowing their wine list is up-to-date. Inventory control can be completely automated and diners don’t ever have to hear ‘sorry, we’re out’ ever again.”

About Labrador OmniMedia

Labrador OmniMedia is reinventing on-premise beverage sales with Tastevin. Founded by industry veterans John Jordan and Josh Hermsmeyer, Labrador is obsessively

dedicated to creating technology that makes their beverage lists the easy choice for diners, restaurateurs, and wholesalers alike. The application is currently in use in a number of top restaurants around the country, including Coohills Restaurant, Downtown Dining, Hawthorn, Hyatt Irvine, Michael's on East, Pacifica Group of Restaurants, and Ruth's Chris Steak House Atlanta.

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