



The World's Best
Wine Entertainment



By the Glass® Wine Dispensing and Preservation Systems

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By the Glass® Wine Dispensing and Preservation Systems respond to one of the hottest trends in Food & Drinks marketing around the world. They revolutionize 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 is about to 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 bottle under a protective atmosphere and always at perfect serving temperature. It saves the wine from oxidation and guarantees weeks of immaculate freshness and convincing quality, just as if the bottle had been newly opened. Needless to say that all wines and especially the reds show better when presented at the right temperature.

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.

Wine producers and the trade can rely on a guaranteed quality of product representation 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 – the Generation Smartphone. With this perspective By the Glass® is pioneering new forms of consumer interaction with our *Wine by the Glass®* system (By the Glass® Standard) and the world's first wine dispensing system connected to the Internet accessible by Smartphone (*By the Glass® Modular*).

Grapedistrict, Amsterdam

Dean & DeLuca, Charlotte (NC)

Marius Jouw Wijnvriend, Den Haag

KaDeWe, Berlin



*The Library,
Amsterdam*

By the Glass® Modular The Intelligent Wine Serving System

By the Glass® Modular is an intelligent, space-saving wine serving system for two bottles which can be easily expanded to any size according to your needs by connecting additional modular units. With only 23cm of installation depth it virtually fits every niche or shelf and can even be employed in alternating locations thanks to its low weight and mobility. Its modern Dutch design and dimmable spotlights perfectly focus the products inside. Moreover its wooden side panels can be branded for a perfect presentation of your brands at a trade fair or in store tasting. By the Glass® Modular combines the latest

breed of our By the Glass® wine cooling and preservation technology with a digital portion control in a super lean, versatile plug-and-play solution fitting any location and multiple areas of application.

Connect to the Best Wines

It comes with new removable dispense head technology for easy cleaning and an even faster bottle change. What's more the physical experience with our By the Glass® Modular wine dispensers can be directly linked to the Internet offering manifold new possibilities of direct consumer interaction via Smartphones and mobile applications.



Technical Information

- Inert gas preservation under nitrogen or argon
- Portion control for 3 programmable doses
- Thermoelectric cooling (6-20° C)
- Power-saving dimmable LED-lighting (warm white)
- Lock for door and control pad (key lock)
- Exchangeable wooden side panels can be branded
- Fits every niche but can also stand freely
- Dimensions per unit: 250mm x 690mm x 230mm (WxHxD)
- Weight: 22,1 kg
- Up to 6 modular units can be operated with one pressure regulator
- 110 or 230V AC

Time of Delivery: 1 Week
12 Month warranty on all parts



*Stands up
on your Bar*



*Pops out
of your shelf*



*Fits perfectly
into a wall*



*Joins in
for any show*



**Heston Blumenthal's
Perfectionists' Café,
Heathrow (T2)**

By the Glass® Standard A Great Stage for your Wines!

This high-grade stainless steel line of professional wine serving cabinets offers a truly spectacular presentation. Handcrafted to customer specifications with a brush-finish or optional color coatings and in sizes from 6 and up to 20 bottle positions, it comes with a **variable 2-Climate-Zone Technology** for changing proportions of red- and white wines. The cabinet is wide enough to dispense from large formats like Magnums, but you may also choose to keep a second row of bottles waiting for their turn at perfect serving temperature. Cooling two climate zones and a large range of wines with just one performing compressor makes

By the Glass® Standard one of the most economic professional wine serving systems available. What's more the cooling engine can be mounted separately from the dispense unit to win space and balance.

Tailor-Made for Great Performances

Given its versatility and the many additional options like a transparent rear side with dramatic see-through effects and our multifunctional *Wine by the Card* technology you may claim that there is not much of a standard about our model Standard. Yet By the Glass® Standard has set a worldwide standard for its performance and reliability.

Technical Information

Inert gas preservation under nitrogen or argon
Variable 2-Climate-Zone Technology with compressor cooling (6-18° C)
Portion control for 3 programmable doses
Power-saving dimmable LED-lighting (warm white)
Height: 620mm, Depth: 340mm, Width: see below

Options

Sizes from 6 and up to 20 bottle positions
Color coating in RAL-Colors
Cooling engine on the right or left side or mounted separately (Split Engine - optional)
Transparent see-through glass back (optional)
Wine by the Card-Technology (optional)
Optional connection to the cash register
Optional locks for doors and key pad
110 or 230V AC

Time of Delivery: 4-6 Weeks
12 Month warranty on all parts



Dimensions and Weights

Number of bottle positions	6	8	10	12	14	16	18	20
Weight kg	71	81	91	96	106	116	124	131
Width standard mm	1.130	1.330	1.530	1.730	1.930	2.180	2.330	2.530
Width with Split Engine mm	985	1.185	1.385	1.585	1.785	2.035	2.185	2.385





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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