

Carlsberg UK's Menu Maker

Who makes it: Carlsberg UK. The app is available to Carlsberg UK staff only and is used to help customers to create bespoke drinks menus for their venues.

Price: Free of charge for Carlsberg UK customers.

Who it's aimed at: Pub and bar operators.

How it can help: Menu Maker is a menu-building app designed to refresh tired drinks lists. Features include space for operators to insert their own logo and photography, product images, tasting notes and food-matching recommendations.

Designed to help the operators create a drinks list which suits their venues and their customer base, and encourage customers to explore and trade up.



Enomatic

Who makes it: Enomatic Italy

Price: Prices range from £1,595 for the Eno One, two-bottle dispenser, to £16,995 for the Elite Enoround, a 16-bottle dual dispenser with technology for wine card services.

Who it's aimed at: Hotels, bars, restaurants, wine shops, cruise ships.

How it can help: Enomatic continues to deliver its classic waste-elimination systems which have led the wine preservation sector since the company was founded in 2007.

The systems all use inert gas to displace the air when bottles are opened and preserve the wine for up to 21 days, providing a wider choice of wines for the customer and keeping the wine fresh for longer.

The dispensers can be used as back-bar systems or in front of house where customers can help themselves using pre-paid cards.



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Vivino Checkout

Who makes it: Vivino

Where to find it: Retailers and producers can sign up by emailing merchants@vivino.com.

Price: Merchants pay a flat percentage commission fee on orders actually received. No sign-up fee.

Who it's aimed at: Retailers and producers who want to sell their wines through ecommerce.

How it can help: Vivino has integrated an online store into its existing app and website, providing retailers and producers with a platform to sell to an audience of social media-savvy online shoppers.

Having already built up a following via its wine label-scanning feature on the app, Vivino Checkout takes users on a journey from discovering new wines to the checkout in a two-click process. No technology integrations are required.

Once listed on Vivino Checkout, merchants will be notified when an order is placed via email and the order can be fulfilled through Vivino's Merchant Dashboard. Merchants and producers can also customise their inventory listed on Vivino to suit their offering.

Technology is changing every aspect of our lives, with both software (apps, online platforms and social media) and hardware (wine preservation and temperature control devices) revolutionising the way we live, work and communicate with customers.

Embracing this brave new world of tech innovation was the topic at September's WSTA conference panel discussion when Cilla Snowball CBE, group chairman and group chief executive, AMV BBDO, warned the trade to get off the "dinosaur track" and embrace the future.

Navigating this gauntlet can be undeniably daunting, but with new products being launched every day aiming to solve some of the trade's most enduring challenges, technology should be viewed as offering solutions, not problems.

This list includes some of the latest innovations from new and existing companies, looking at how technology can help the trade, now and in the future.

Coravin Model One

Who makes it: Coravin

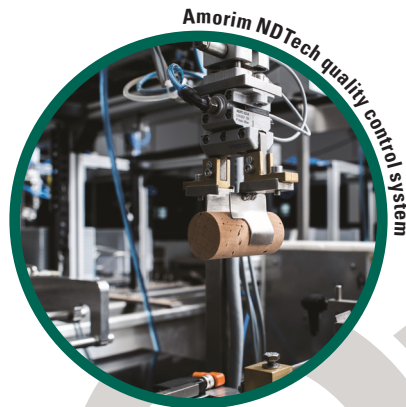
Where to find it: Available at coravin.co.uk, Harrods and Selfridges.

Price: £199

Who it's aimed at: Trendy restaurants and wine bars looking for a lighter, cheaper wine preservation alternative.

How it can help: Model One is the latest version of the hand-held wine preservation and by-the-glass dispensing unit from Coravin. This model is made from plastic to make the device lighter and cheaper, and has been given a design overhaul to attract a wider audience.

As with previous models, Model One aims to help maximise profits by offering wines by the glass and stopping the wine from oxidising.



BOT

Jo Gilbert looks at the top tech products helping the trade to save pennies and maximise sales

Epos systems from CSY Retail Systems

Who makes it: CSY Retail Systems

Price: Starting from £4,995

Who it's aimed at: Wine merchants and retailers

How it can help: Electronic point of sale (Epos) technology helps retailers to manage orders and control stock levels, letting them know what is selling and what isn't.

CSY also offers a bespoke loyalty card scheme, whereby customers can create branded loyalty cards and gift vouchers to help improve retention and repeat business.

Offering a points-based reward system also offers a way to send targeted offers to customers encouraging them to visit the store.

Amorim NDTech quality control system

Who makes it: Amorim & Irmãos

Price: On request. Currently part of a whole natural corks production unit.

Who it's aimed at: Wine producers

How it can help: New technology from natural cork producers Amorim promises to make cork taint a thing of the past by individually testing each cork stopper for traces of TCA, in just 20 seconds, before they leave the factory.

If any TCA remains in the cork, it lies below the detection threshold of 0.5 nanograms/litre.

Plonk

Who makes it: Bibendum

Where to find it: Apple App store and Google Play

Price: Free

Who it's aimed at: Consumers who like wine and want to learn more.

How it can help: Plonk is a photo-led app at the centre of a growing social media trend towards consumers wanting to share information and experiences about wine.

The ability of Plonk and similar apps to engage with wine lovers of all ages shouldn't be underestimated. A good starting point to find out what's being talked about.

ThermoPeanut

Who makes it: Sense

Price: £29

Who it's aimed at: Those using a wine cellar

How it can help: ThermoPeanut uses a small sensor – about the size of a peanut – to track temperature changes in a fridge or wine cellar.

The sensor then feeds back temperature ranges to the user's mobile phone or tablet, which can be used to set preferred temperature ranges and to receive updates.

ThermoPeanut can also be used in restaurants to make sure the temperature is right for guests.

It can store data for up to a month, be downloaded to your device and users can register numerous devices to the same account, meaning multiple employees can keep an eye on the cellar temperature.
