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Chip's Wine & Beer Market Creates an Innovative Shopping Experience with the WineStation® Technology

Cutting edge technology affords try before you buy options for savvy buyers

December 1 2010— Santa Clara, CA Laura and Phil Wayland opened Chip's Wine & Beer Market, the Outerbanks' premiere destination for fine wines, liquors and unique beers, earlier this year. With dedication to providing a snob-free environment for both their novice and savvy shoppers, the Waylands upped the ante by recently adding the WineStation by Napa Technology. The addition of the WineStation centers on the newly renovated lounge and tasting area, providing customers with the ability to relax while enjoying a taste, half or full glasses of wine and a vast selection of cheeses.

The WineStation® is the world's first automated temperature-controlled, wine dispensing and preservation system that provides a serving solution affording a unique try before you buy opportunity for both the discerning to novice wine consumers.

"We're confident the addition of the WineStation will completely change the way our customers shop for wine. Gone are the days when they have to show up for designated wine tastings at specific times in order to sample," said Laura Wayland, co-owner.

With the ability to set and measure the volume for each wine poured, the WineStation® invokes a unique and memorable wine tasting experience. For the first time, guests are able to experience a broad range of featured wines that are pristine in taste with every pour.

"We are so thrilled to bring this awesome technology to the Outer Banks. We are now able to provide a new wine experience to our customers that give them the ability to try so many new wines that wouldn't have been possible before." explains Phil.

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“The partnership with Chip’s Wine & Beer Market is a perfect pairing of companies dedicated to creating extraordinary consumer experiences. The WineStation will allow them to stand out from the competition while introducing smart business solutions,” said Nick Moezidis, Vice President of Sales and Marketing and co-founder of Napa Technology.

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About Napa Technology

Napa Technology is the designer and manufacturer of WineStation®, an innovative Intelligent Dispensing Solution. WineStation® is a breakthrough product designed to drive revenues and maximize the profitability of each bottle. WineStation® has been adopted by the hospitality, entertainment, arena’s and food service industries as a new way to serve, preserve, increase sales and capitalize on available customer preference data.

About WineStation®

WineStation® is the first intelligence-based, automated, temperature-controlled wine dispensing and preservation system. The product delivers a “just opened” taste experience for up to 60 days once the bottle has been corked. Enhancing this technology, WineStation® reports the trends of popular bottles, sales reporting for both individual servers as well as individual customer preference. The result: good quality wine for the customer and higher profits for the business owner.

Napa Technology™, WineStation®, Clean-Pour™ , AccuServe™, Intelligent Dispensing System™ are registered trademarks of Napa Technology LLC.

About Chip’s Wine & Beer Market

Chip’s Wine & Beer Market has provided a unique wine shopping experience since 2005. Owned and operated by Laura and Phil Wayland, Chip’s focuses on providing a fun and snob-free environment for the savvy to novice consumer and carry over 2,000 domestic and imported brands.

Chip’s Wine & Beer Market is located at 2200 N Croatan Highway, Kill Devil Hills, NC 27948. Operating hours are Monday-Saturday: 11am - 7pm, Sunday: 12pm - 6pm.

For more information about Chip’s Wine & Beer Market please contact:
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