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**CONTACT:** Napa Technology

Jayne Portnoy

1-888-988-NAPA (6272)

[info@napatechnology.com](mailto:info@napatechnology.com)

[www.napatechnology.com](http://www.napatechnology.com)

## **Kroger Brings Innovation, Education and Wine Tasting to Downtown Columbus**

### **WineStation® Technology Allows Customers to 'try before they buy'**

**Columbus, OH, 11/10/09** - Kroger customers can sample the distinct flavors of a variety of wines in the newly expanded Bistro department at the Kroger-Columbus Brewery District store, located at 150 W. Sycamore Street. Store manager Henry Walton and his staff recently introduced Napa Technology's WineStation® Intelligent Dispensing Systems to the location to help customers appreciate wine selections at their peak.

According to Walton, "The WineStation, developed by Napa Technology, provides intelligent equipment and ease of use so that our Kroger customers can explore, taste and enjoy wines from around the world, at their leisure, while shopping for the right wine to fit the occasion."

"At our Kroger-Columbus Brewery District store, the WineStation allows us to take the mystique and mystery out of tasting and buying of wines, for our guest," Walton said. "Customers can now taste and learn about new wine varietals, brands and vintages or signature wines they've heard so much about in the past. We also offer customers Kroger-Bistro tasting cards, which allow them to sample a taste, half or full glass for their enjoyment."

Walton noted that customers have been particularly impressed by WineStation's CleanPour™ technology, which assures the taste, bouquet and complexity of the wine for up to 60 days.

A long standing customer remarked, "Kroger's knowledgeable staff, the new Bistro tasting room environment and WineStations bring a new level of service to wine novices and aficionados. I like the fact that Kroger is letting customers 'try before they buy,' so they can be confident their selection fits the event and food pairings they envisioned."

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## **About Kroger**

Kroger is one of the nation's largest retail grocery chains. The Company's more than 300,000 associates serve customers in 2,487 supermarkets and multi-department stores in 31 states under two dozen local banners including Kroger, Ralphs, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market. Kroger associates also serve customers in 782 convenience stores, 405 fine jewelry stores and 678 supermarket fuel centers the Company operates. The Company also operates 42 food processing plants in the U.S. Headquartered in Cincinnati, Ohio, Kroger focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local schools and grassroots organizations in the communities it serves. For more information about the Company, please visit our web site at [www.kroger.com](http://www.kroger.com).

## **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.

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For additional information regarding Kroger, please contact:

Amy McCormick

Media Relations Manager

The Kroger Co., Columbus Division

614-898-3619