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The Wine Shop Creates an Innovative Shopping Experience with the WineStation® Technology

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

August 17, 2010— Santa Clara, CA With over 40 years in the retail wine business, Frank Redd and his family have owned and operated The Wine Shop, earning the reputation as Charlotte's premier location for fine wines. With dedication to providing a non-intimidating environment for both his novice and savvy shoppers, Redd upped the ante by adding the WineStation by Napa Technology.

"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 wines" said Manager, Brian Dubois.

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

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.

"The enthusiasm it generates when people get to sample and discuss new wines that they previously were never able to taste is really quite infectious" explains Dubois.

"The WineStation will allow The Wine Shop 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 The Wine Shop

The Wine Shop has provided a unique wine shopping experience since XXXX. Owned and operated by Frank Redd and his family, The Wine Shop focuses on providing a fun and un-intimidating environment for the savvy to novice consumer and carry over 3,000 domestic and imported brands.

The Wine Shop is located at 2442 Park Road Charlotte, NC 28203. Operating hours are Monday-Friday: 11am - 7pm, Saturday & Sunday: 10am - 6pm.

For more information about The Wine Shop please contact:

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