

For Immediate Release

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Tastevin Pairs Diners With Wine

Santa Rosa, CA – Tastevin, a new tablet wine list created by a team of beverage and software experts at Labrador OmniMedia, is opening the doors to the world of wine for a whole new generation of consumers. Created with the consumer, sommelier and distributor in mind, Tastevin puts a broad spectrum of information and media at the fingertips of every diner. Now distributors can easily work with their on-premise accounts to help them sell more wine to diners - who can read about a winery, watch a video of the winemaker, or read reviews from top wine critics - all right on the tablet.

The Tastevin iPad application is a compact, easy-to-navigate list which can include wine descriptions, photos, label images, and tasting notes on every wine in a restaurant. It's more like a wine guide than a wine list. Tastevin gives restaurateurs the information they need to keep distributor sales reps up to date on priority items, sales goals, and product information. It is real time information, and can provide the data for a distributor to fully tailor a wine list or sales approach to the F&B director.

"We are thrilled that many of the top restaurants in the nation have adopted the Tastevin app," stated John Jordan, co-founder and Chairman of the Board. "This really validates that our product is the wave of the future."

And there are additional advantages for the restaurant. "With Tastevin, a restaurant's inventory is always accurate," said the co-founder and CEO of Labrador, Josh Hermsmeyer. "Sommeliers can take wine orders with confidence, knowing their wine list is up to date. You never have to apologize for a sold out wine ever again."

About Labrador OmniMedia

Labrador OmniMedia is reinventing on-premise beverage sales with Tastevin. Founded by industry veterans John Jordan and Josh Hermsmeyer, Labrador is obsessively dedicated to creating technology that makes their beverage lists the easy choice for diners, restaurateurs, and wholesalers alike. The application is currently in use in a number of top restaurants around the country, including Coohills Restaurant, Downtown Dining, Hawthorn, Hyatt Irvine, Michael's on East, Pacifica Group of Restaurants, and Ruth's Chris Steak House Atlanta.

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