

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 better wine programs and higher wine sales for restaurants across the country. Created with the consumer, sommelier and distributor in mind, Tastevin puts a broad spectrum of information and media at the fingertips of every diner, and allows a restaurant to tailor that information to its needs. This information fully automates the functions of inventory control and re-ordering, while giving F&B directors real insight into the buying patterns of their customers. Diners can read about a winery, watch a video of the winemaker, or read reviews from top wine critics, all on the wine list tablet.

“The Tastevin tablet wine list has been a huge blessing for me. Besides the ease with which I can adjust the list, the ordering and inventory functions are superb. I no longer have to stuff lists on a daily basis, or worry about wrong or new vintages,” said J.T. Hutchens, Sommelier & Wine Director, Pacifica Group of Restaurants. “I could go on forever about the positive aspects of this system. But to keep it short, this system is absolutely amazing.”

The Tastevin iPad application is a compact, easy-to-navigate list which can include customized wine and food pairings, daily specials, and videos from the chef or winemaker. Staff training is enhanced with background information from the producers. Best of all, inventory tracking is a breeze with fully integrated ordering systems. Wine sales increase because the customers have a wealth of information at their fingertips, and they have fun exploring the interactive tablet. Instead of intimidation, Tastevin offers restaurant customers an exciting adventure.

“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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