

# Imagine a Different Way to Sell Wine, Without Opening the Bottle.

## Wine Store Benefits

- **Provide “try before you buy” at any price point**, including rarer or higher-end offerings.
- **Customize your tastings for individual customers** at a moment’s notice to ensure targeted recommendations.
- **Educate your customers** by offering samples of different varietals, vintages, or regions.
- **Increase profits** by reselling the Coravin® Wine Preservation System to people who are introduced to the product in your store.
- **Dramatically extend the value of your sample budget** by eliminating waste due to oxidation.
- **Drive traffic to your store** with customers seeking replacement Coravin Pure Capsules.

The Coravin Wine Preservation System is a product that allows wine stores to pour samples without pulling the cork. Since the cork stays in place, the remaining wine will be just as fresh as an unopened bottle, even after many months. Now customers can “try before they buy” at any price point eliminating the uncertainty associated with purchasing new and finer wines.

Unlike costly preservation systems that only accommodate a few bottles, implementing a Coravin sampling program is flexible and cost-effective. Any number of wines can be sampled via the Coravin Wine Preservation System for less than \$0.10 per taste.

For additional information visit  
[trade.coravin.com](http://trade.coravin.com).

## Measurable ROI

Customers who sample their wines with a Coravin System report measurable economic benefits:

- **Increased Revenue:** Increase fine wine sales by 20-50% (some locations have reported an increase of up to 300%).
- **Waste Reduction:** Reduce wine waste by 100% on all bottles sampled with Coravin.
- **Customer Satisfaction:** Customized tastings guarantee better recommendations and repeat business.



# Implementing a Coravin® Sampling and Resale Program

## Selling More Wines and More Coravin Systems

Wine stores that implement “try before you buy” programs and use the Coravin Wine Preservation System to sample their wines report up to a 20%-50% increase in fine wines sales. This will also increase sell-through of Coravin Wine Preservation Systems. Feel free to customize the steps below to ensure a great fit for your store and customers.

- 1 **Set up a sampling fridge** of 10-20 wines that represent an assortment of regions, varietals, vintages, and producers.
  - These wines can be of higher average price than your clients generally spend per bottle.
  - Encourage employees to taste the wines so they are able to make confident recommendations.
  - Since you are using the Coravin Wine Preservation System to pour your samples, you will not need to worry about the wines oxidizing.
- 2 **Consider using shelf talkers or stickers to alert customers** to bottles that can be sampled. Talk to your sales manager about obtaining these and other POS materials.
- 3 **Encourage clients to ask for a taste**, but go beyond simply tasting the wine he/she requested.
  - Use this as an opportunity to educate.
  - Offer a sample of something at a slightly higher price point that is similar to what they picked out so they can compare the wines and see how the quality improves.
  - Pour a few samples of different wines of the same varietal from different regions so the client can taste the impact geography plays. Also consider a vertical tasting of different vintages to showcase nuances by year.
  - Urge the client to move a bit outside his/her normal preferences by offering him/her a taste of a few different varietals with similar characteristics to his/her favorite style.
  - Offer a sample of a specific wine currently being featured at the store to drive sales of that bottle.
- 4 **Explain how clients can use the Coravin Wine Preservation System** to experience the same freedom to explore wines at home.
  - If the client seems interested, show them how it works by asking them to pour the next sample. Walk them through the steps.
  - Don't forget to mention that you sell the system and replacement capsules at the store and ask for the sale.

## Closing the Coravin Sale

Using the Coravin Wine Preservation System to pour samples in-store enables you to have a conversation not only about the wines that are being tasted, but also about Coravin and how a client may use it at home. Use the format below to guide your conversation:

- 1 **How Coravin is used in-store for sampling:**  
“The Coravin Wine Preservation System is the only product that allows me to pour custom tastings like we did today. Since the cork stays in place, the remaining wine will be just as fresh as an unopened bottle, even after many months.”
- 2 **How Coravin can be used at home:**  
“At home, you can use the Coravin Wine Preservation System to completely unlock your collection (large or small). Have a glass of white while you cook, switch to red with the main course, and even finish with a desert wine. If your partner prefers to drink something different, no problem. Or you can enjoy a glass of one of your best bottles any night of the week - no need to wait for a special occasion.”
- 3 **Call to action:**  
“We have Coravin for sale right here at the store. It is going to change the way you experience wine. Would you like me to put one aside while you shop?”