

Key Selling Points



Variety

Customers do not have to choose between white, rosé or red—they can now have them all.



Pairings

Pair different wines with each meal course and serve guests any wine they want without waste.



No Compromise

Taste and sample any wine without committing to finishing the bottle.



Freedom

Don't wait for a special occasion to enjoy your favorite wine.

Overcoming Objections



“We always finish the bottle of wine...”

Now you can have just a single glass of wine without the pressure to finish the bottle, or you can drink multiple glasses from different bottles, all in one night.



“I don't drink expensive wines...”

The cost of wasted wine continues to add up over time, even if it is just from a ten-dollar bottle.



“Coravin is expensive...”

Coravin is an investment for your kitchen or bar—once you make it, you will have the freedom to try different wines, entertain without waste, and preserve your growing collection.



“Coravin is intimidating...”

The Coravin System is really easy to use right out of the box. You simply insert, tip, and pour. Here, give it a try!