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**AOP Margaux 2016**  
CHÂTEAU FERRIERE GRAND CRU CLASSE DE 1855

● Rouge charme    ■ Agriculture biologique

Ce Grand Cru Classé révèle une belle complexité aromatique alliant notes de fruits noirs, de torréfaction, de réglisse et d'eucalyptus. Un vin tout en équilibre, en finesse et en puissance.

Les arômes	Le service
<b>VISUEL</b> Rabords genêt	<b>AERATION</b> 3 heures de carafage
<b>AU NEZ</b> Cassis, Torréfaction	<b>TEMPERATURE</b> 18°C avec la D·Vine

COMMENCER LE SERVICE →

PRESS KIT

2022

# D-Vine, Ambassador of Wine Tech and By-the-Glass Wine

D-Vine is a Nantes-based Wine Tech company which has revolutionized the wine market with its innovative solutions for by-the-glass wine. In January 2021, the company, which initially went by the French name 10-vins, officially changed its name to D-Vine. For D-Vine's co-founder, Thibaut Jarrousse, it was now natural that the company be named after its innovative device.

This name change in 2021 is a lever for the company's international development. It marks the start of a new era and is consistent with the U-turn that the company began making in 2017 with the shift from a marketing strategy aimed at private individuals and in-home use towards B2B solutions aimed at the hotel and restaurant trade. This move has proved a success, since D-Vine now works with over 800 venues in France, including 15% of all 4-star and 5-star Parisian hotels.

As well as the name of the business, the D-Vine is a hi-tech device. More importantly, it is the very first digital sommelier system enabling you to serve premium by-the-glass wines with the ideal tasting conditions - thanks to temperature adjustment, aeration, and direct access to information about the selected wine and the producer.



“

*It takes at least two years  
to make great wines  
and only 60 seconds for a customer  
to get a wrong impression of them.*

”



**Thibaut Jarrousse**  
Co-Founder, D-Vine

# Story of the D-Vine

The story of the French company D-Vine began in 2012. Three engineer friends, united by their love of wine, founded the business in Nantes following an idea that came to them during a wine tasting getaway together. They began wondering if there was a way to serve a glass of wine, whenever you want, with the same sommelier-standard service conditions you find in a restaurant. And that was how the three friends began inventing and designing the D-Vine, with the goal of showcasing the work of each partner producer, by offering sommelier-standard service and the perfect tasting experience with every glass of wine.

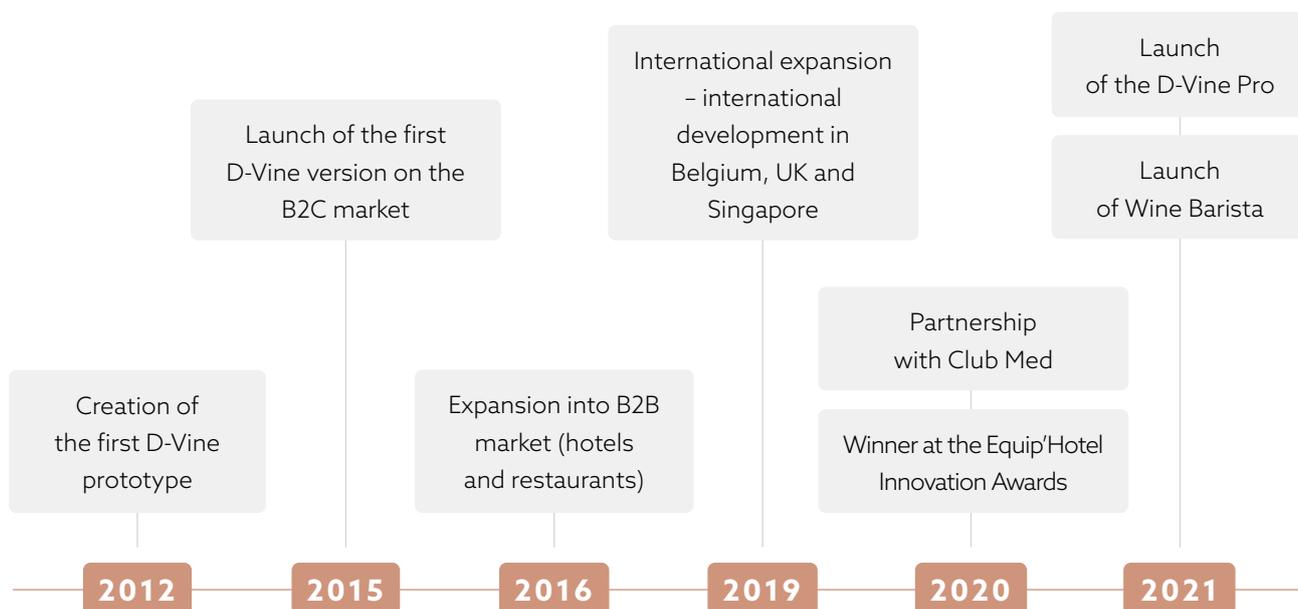
## Thanks to constant improvements in its technology, D-Vine is shaking up the world of wine.

First of all, by proposing an offering that is in line with changing consumer habits. By-the-glass wine today accounts for nearly 80% of customer demand, and yet only 20% of the wines offered by hotels and restaurants are available by the glass. Risks of wastage and a lack of product knowledge among staff are some of the reasons for this mismatch between supply and demand. With D-Vine's flacon format, hotel and restaurant owners can boost their sales while giving their customers access to a wide selection of wines by the glass, including Grands Crus, with zero risk of wastage.

## Wine, a luxury product unlike any other

D-Vine also stands apart in that it provides a premium experience, which unlike with other French luxury products, is often lacking when wine is sold. "It is impossible for prestigious French producers to be sure of the conditions in which their wines are served and presented. Such a thing is unthinkable for something like a designer handbag, whose sale to the end client is perfectly well codified, be it in France or abroad" explains D-Vine's co-founder Thibaut Jarrousse.

For all of these reasons, D-Vine quickly found its audience. The device is now in use in nine different countries. The business has stepped up its growth drive with the signature of several partnerships, including one with Club Med in 2020. In 2021, it launched its new-generation D-Vine Pro, and also founded Wine Barista, its new by-the-glass wine label for the take-away meal market. With these two launches, D-Vine has been able to bring solutions to the new challenges facing the restaurant industry, which have been exacerbated by the health crisis.



# The wine industry in figures



Over **500 000 DIRECT AND INDIRECT JOBS** are generated by the production of wine in France\*



In France, over **3.5 BILLION BOTTLES** were consumed in 2019\*



French people are the **SECOND** biggest consumers of wine in the world\*



In 2019, France produced **4.2 BILLION LITRES OF WINE\***



Wine is France's **SECOND BIGGEST EXPORT INDUSTRY** with a positive trade balance (€13 billion in export revenue in 2019)\*



World wine consumption is expected to reach **\$224.5 BILLION** in 2021\*

*\*Source: Comité National des Interprofessions des Vins à appellation d'origine et à indication géographique.*

## Launch of the D-Vine Pro: “The Sommelier’s Right-Hand Man”

In September 2021, D-Vine unveiled its very latest development – the D-Vine Pro. For the Nantes-based firm, the launch of this latest generation device is the culmination of 11 years of R&D and five million euros of investment. The ultra hi-tech D-Vine Pro follows on from the D-Vine Classic and D-Vine Connect (winner of the customer experience award at the Equip’Hotel Innovation Awards in November 2020). Even more efficient and faster than its predecessor, the D-Vine Pro is designed to serve a wide selection of by-the-glass wines, including Grands Crus, while ensuring optimum tasting conditions.

### UPDATES TO THE D-VINE:



2015

#### D-VINE CLASSIQUE



2018

#### D-VINE CONNECT

- New air vent
- More ergonomic and easier to use
- No more machine downtime during service



2021

#### D-VINE PRO

- Bigger water tank
- 360° flacon detection
- Improved heating/cooling system
- Eight-turn coil design
- Enhanced thermal performance
- Shorter pouring time
- **50% faster** than the D-Vine Connect

Although the D-Vine was initially marketed as a machine for in-home use, its creators have constantly improved its technology to adapt the device to the needs of the hotel and restaurant industry. While people once called it the “Nespresso machine for wine”, its new nickname is the “Sommelier’s Right-Hand Man”. Today, the D-Vine Pro offers new functions for the restaurant business and is of great benefit for wine-service staff. The machine’s new features include a “sommelier” mode destined for professional use. This system allows professionals to set their own service temperature for the wine.

## New D-Vine Functionalities:



### WINE NOW Poured FASTER, IN JUST 56 SECONDS

which is a third of the time than with the previous technology (wines took 150 seconds to pour before).



### 40% SHORTER SERVICE TIME OVERALL

thanks to enhanced thermal performance (for quicker temperature adjustment) and a shorter pouring time.



### A THREE TIMES LARGER WATER TANK

and a faster rinse flow. The new D-Vine is also fitted with a sensor to alert users when the water tank is nearing empty.



#### LED FUNCTION

indicating where the machine is up to in the process, without the user having to watch the touch screen, and illuminating the glass during pouring for a superb visual experience.



#### SOMMELIER MODE

allowing sommeliers to set the wine temperature themselves.



#### 360 CHIP DETECTION

offers optimum flacon detection even when the wine flacon is facing the wrong way.



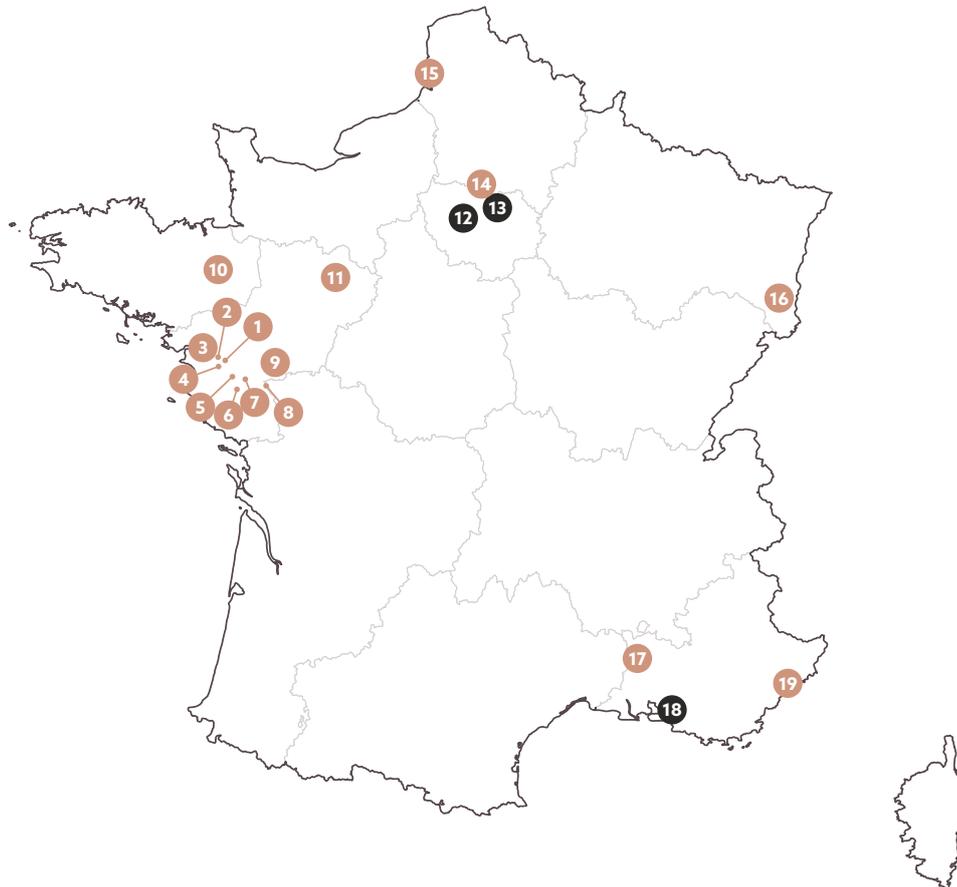
#### FLACON PIERCING DETECTION

allows you to visualize the remaining pouring time on the touch screen. Inventory and supply management is also optimized as a result.

# A true French-made innovation

The D-Vine Pro is a genuine feat of technology. It was designed by Constance Guisset and is entirely built in France.

## MAIN MANUFACTURING/ASSEMBLY LOCATIONS FOR THE D-VINE PRO



**1 Cast aluminium thermal block:**  
Dejoie, Nantes Cedex 4 (44184)

**2 Electronic card design:**  
Naonext, Couéron (44220)

**3 Electronic cards:**  
Garos, Vigneux-de-Bretagne (44360)

**4 Flacon piercing sensors:**  
Garos Capteur, Bouguenais (44230)

**5 Technical block assembly:**  
ARRK, Aigrefeuille Sur Maine (44140)

**6 Plastic parts:**  
ASM Protoplast, Boufféré (85600)

**7 Water tank seal:**  
France joint, Montaigu (85613)

**8 Machining of aluminium profiles:**  
UMEA, Mortagne-sur-Sèvre (85290)

**9 Flacon piercing pin:**  
Utechmecca, Trémentines (49340)

**10 Screws:**  
Bossard, Vern sur Seiche (35770)

**11 Silicone keypad (HMI light):**  
Fimor, Le Mans (72068)

**12\* Power connections:**  
BM Energie, Les Ulis (91940)

**13\* Touch screens:**  
MGF, Collégien (77090)

**14 Seals:**  
Essentra, Roissy Ch De Gaulle Cedex (95926)

**15 Thermal system coil:**  
Thiebault, Friville Escarbotin Cedex (80535)

**16 Touch screen seal:**  
Majicap, Cernay Cedex (68701)

**17 Piping:**  
DBI, Jonquerettes (84450)

**18\* SIM cards:**  
Agence Telecom (SFR), Marseille (13001)

**19 Water tank float and tank valve:**  
Facotec, La Trinité (6340)

*\*Sourced outside of France.*

“

*It's great for temperature  
and great for aeration.  
The D-Vine gives you zero wastage  
and brilliantly efficient service.  
In terms of technology, it is fantastic  
and it brings a touch of modernity.*

”



**Laurent Derhé**

Meilleur Ouvrier de France Sommelier

# An eclectic and expert selection

## NEW PREMIUM WINE ESTATES NOW KEY TO D-VINE'S BUSINESS STRATEGY

D-Vine now lists a little over 80 top-quality wines thanks to the meticulous work of Béatrice Dominé, chief wine adviser at D-Vine and French Master Sommelier Laurent Derhé, who have travelled France's wine regions at length to curate D-Vine's latest selection of premium wines. All the wines in this outstanding selection have been chosen on the basis of strict standards of quality and for their excellence. New premium names will be gradually introduced to the D-Vine wine list to enrich the choice on offer and attract new hotels and restaurants seeking products of exception.

### LITTLE GEMS

- **Corton-charlemagne Grand Cru**, Domaine Muzard Lucien Et Fils
- **Bonnes-mares Grand Cru**, Famille Carabello-baum
- **Coulée De Serrant**, Domaine De La Coulée De Serrant
- **Condrieu**, Cuvée Les Chaillées De L'enfer, Domaine Georges Vernay
- **Pauillac**, Château Pichon Longueville Comtesse De Lalande

### OFF THE BEATEN TRACK

- **Fiefs Vendéens Mareuil**, Domaine Mourat
- **Pacherenc-du-vic-bilh Sec**, Château Bouscassé
- **Pic-saint-loup**, Château De Lascaux
- **Santenay 1er Cru Clos Faubard**, Domaine Muzard Lucien Et Fils
- **Bandol**, Domaine La Suffrène

### WORLD WINES

- Italie, **Docg Gavi Di Gavi**, Tenuta Olim Bauda
- Allemagne, **Mosel Riesling Trocken**, Domaine Pauly, Cuvée Purist
- Afr. Du Sud, **Wo Hemel-en-aarde Valley**, Walker Bay Bouchard Finlayson, Cuvée Hannibal
- Italie, **Doc Montepulciano D'abruzzo**, Collefrisio, Cuvée In & Out
- Australie, **Barossa Valley**, Domaine Torbreck, Cuvée Woodcutters

### ICONIC CLASSICS

- **Chablis 1er Cru** Montée De Tonnerre, Domaine Jean-marc Brocard
- **Gevrey-chambertin**, Domaine Arnaud Baillot
- **Pessac-leognan**, Château Carbonnieux Grand Cru Classé De Graves
- **Margaux**, Château Ferrière Grand Cru Classé En 1855, Claire Villars-lurton
- **Saint-julien**, Château Beychevelle Grand Cru Classé En 1855

### BEST SELLERS

- **Crozes-hermitage**, Domaine Laurent Habrard
- **Châteauneuf-du-Pape**, Domaine De La Graveirette
- **Saumur Champigny**, Cuvée Les Loups Noirs, Domaine De Nerleux
- **Sancerre**, Domaine La Clef Du Récit
- **Coteaux Du Layon**, Château Soucherie

“

*When I select wines for D-Vine,  
I first and foremost think about the diversity  
that the planet has to offer. I look for well-made  
wines that are respectful of nature and mankind.*

*Wines make a good meal great and I hope  
that I can offer enough different styles of wine  
to answer most of our customers' desires.*

*The fact that we can today offer people  
the opportunity to taste premium wines  
by the glass is a real chance for those wouldn't  
otherwise dare take the leap.*

”



**Béatrice Dominé**  
Chief Wine Adviser D-Vine

This addition of premium listings to the D-Vine wine menu is a testament to the trusting relationships the company has established and its success at providing quality service. These new premium wine estates have trust in D-Vine's expert technology and are willing to propose some of their finest wines. All throughout the process, the company works closely with producers, and in particular for the crucial flacon filling phase.

D-Vine worked with bottling expert Thierry Bergeon to develop D-Vine's innovative system of flacon filling. By offering an end-to-end service, the company has today managed to develop a real network of producers.

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*I chose to present my wines with the D-Vine above all for the team's reliability and the final packaging process which is technically irreproachable. The D-Vine respects the product and, most importantly, serves it at the right temperature, which is crucial even for red wines. The idea of making our wines accessible to a segment that would not necessarily have chosen our brands is important to me. It is also a way of democratising our Châteaux. The decision to list only a few, carefully chosen wines from each appellation or country also seems essential to me for guiding consumers.*



**Claire Villars Lurton**  
Owner, Château La Gurgue,  
Château Ferrière,  
Château Haut-Bages Libéral

”



**Charles Thomas**  
Sales Director  
Château Cos d'Estournel

“

*What I find interesting about the D-Vine project is its multidisciplinary nature, by that I mean the idea of considering the satisfaction of all parties involved (including the wine), i.e. the consumer, the product, our mutual customers, hotels and restaurants. That also includes the partners, suppliers or winegrowers who are given the possibility to gain a new category of customers in a niche that didn't necessarily exist before. Not forgetting, you have access to a considerable amount of data both in terms of geographical coverage and type of wines ordered. The cross-referencing of this data means that I can fine-tune my offering. With our four estates, I am a great fan.*

”

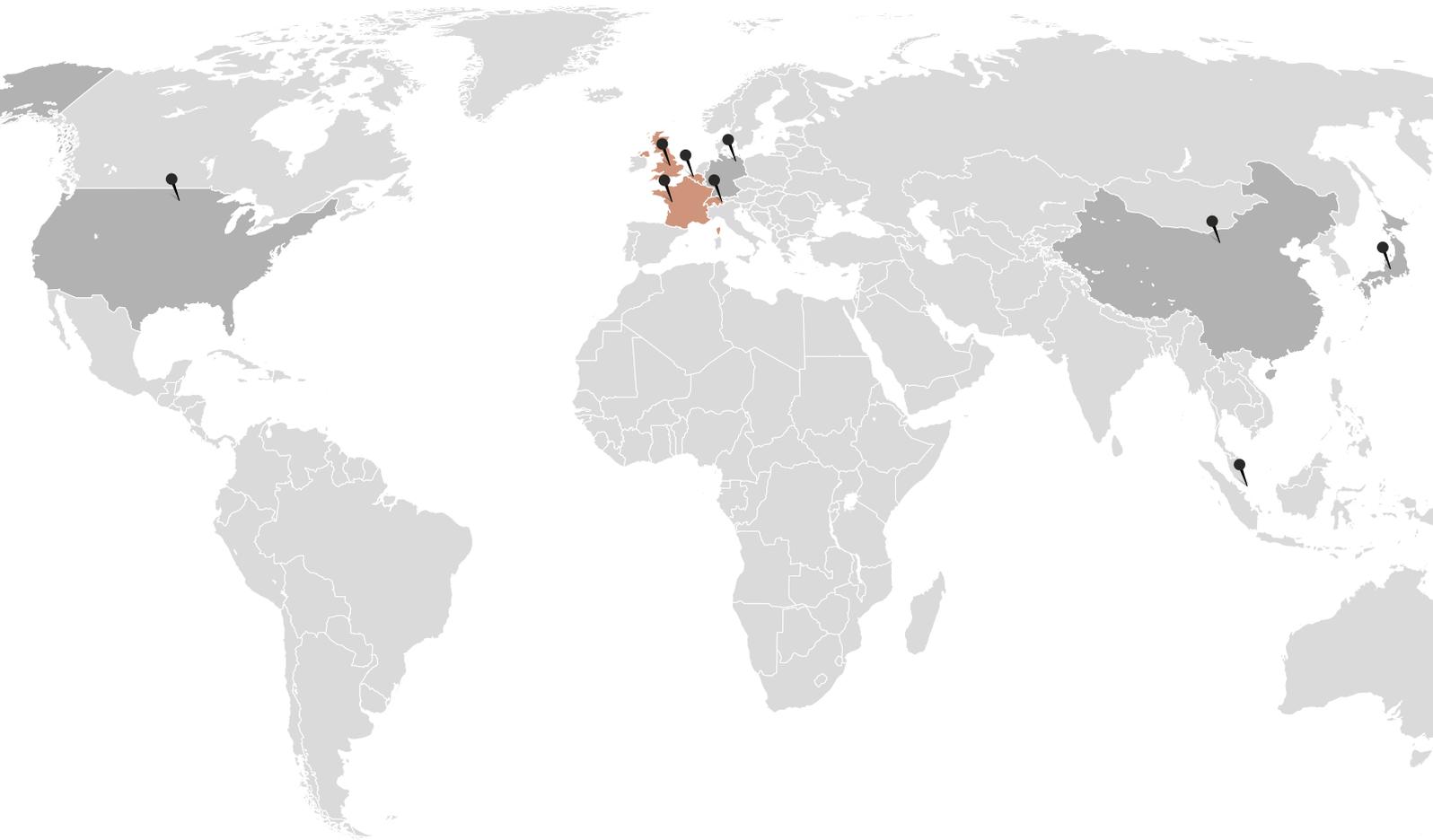
## Access to a previously untapped mine of information

The D-Vine PRO, which has been on test by sommeliers and front-of-house staff since the re-opening of restaurants in June 2021, is set to become the hospitality industry's new assistant. On the customer end, it guarantees an ideal wine temperature, optimum aeration and gives access to precious information on the wine and the producer. Thanks to the real-time data generated by the solution, the D-Vine Pro gives you direct access to information that no wine producers, distributors or end consumers had access to before. Producers, among others, can now take advantage of this data. With this unique source of critical information, they can develop a better understanding of their target clientèle: Where is their wine drunk? When? And by what type of customer? Until now, winegrowers had no visibility regarding the opening of their bottles once they had been sold.

Access to this information is subject to the agreement of the venues using the machine, and while they can opt to refuse the use of this data, D-Vine recommends that they agree to it. This data can in fact prove very useful for helping hotels and restaurants to optimize their inventory, ordering and cash flow management.

# D-Vine gains international appeal

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After the D-Vine's successful launch in Belgium and Switzerland and nearly 30 hotels and restaurants equipped in just a few months, other foreign markets are also being developed such as the UK and Singapore.

New countries are also being explored for D-Vine's future development, such as Germany, China, Japan and the US. As for the company's next steps, new advances are planned in the coming months and years, with D-Vine versions adapted for the service of spirits and even, perhaps, Champagne.

## **COUNTRIES WHERE THE D-VINE IS AVAILABLE:**

- France
- UK
- Belgium
- Switzerland
- Singapore

## **POSSIBLE FUTURE COUNTRIES:**

- Germany
- China
- Japan
- US

# Wine Barista: A new D-Vine wine label offering a solution for take-away meals



In 2021, D-Vine launched its new innovation, Wine Barista. This new by-the-glass wine brand is targeted at the hotel and restaurant trade and aims to boost take-away sales. Recognizing the need for restaurants to develop home delivery and click & collect services during the health crisis, in March 2021, D-Vine began offering a real solution for the booming take-away meal segment. Restaurants can now enhance their offering with Wine Barista's range of twenty or so wines in single-serve flacons. The concept is ideal for by-the-glass wine consumers wishing to enjoy restaurant-style food and wine pairings, while dining at home.

## MINI BOTTLES, AMAZING WINES...

Béatrice Dominé, D-Vine's Chief Wine Adviser, and French Master Sommelier Laurent Derhé have made a meticulous selection for Wine Barista and its elegant mini bottles.

The idea of these wine flacons is to allow restaurants to create and develop a wine selection that is suitable for take-away meal services and home deliveries. They offer a new opportunity for restaurants to increase average spend and boost income with upselling, which the crisis has made all the more necessary.

In launching Wine Barista, D-Vine also wanted to satisfy consumers for whom the 750 ml format no longer matches their needs.



## ENVIRONMENTALLY FRIENDLY WITH DIGITAL PRODUCT INFORMATION

In order to offer an original and, at the same time, responsible concept, D-Vine chose a completely recyclable packaging design for its new Wine Barista brand. Its unique 100 ml flacons also allow the wine to keep for up to three years. Thanks to this technology with its patented screw cap, you have a single-serve, one-person wine format that avoids any waste. Risks of losses are eliminated and stock management is optimized all thanks to the one-glass flacon format.

Thanks to a QR Code, customers have access to full information on the origins of the wine, background on the producer and numerous food pairing suggestions. The initiative truly succeeds in making you feel like you are at a restaurant.



# Founders

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Left to right: Luis Da Silva, Thibaut Jarrousse, Béatrice Dominé

## Luis Da Silva - **Co-Founder and Managing Director, D-Vine**

Before becoming Managing Director of D-Vine, Luis spent five years working as a quality engineer at Airbus. "To develop the D-Vine, I worked with men and women with highly specific skills in electronics, mechanics, thermal engineering, machining, etc. Together, it took a lot of patience and precision." Today, Luis manages the technical and marketing teams, and the sound of heavy metal music can sometimes be heard coming from his office – he says it helps his creativity!

## Thibaut Jarrousse - **Co-Founder and CEO, D-Vine**

Thibaut is a great fan of wine tourism and travels all over France to meet producers. After every wine tour, Thibaut used to say: "The wine just doesn't taste the same at home as it tasted at the vineyard". Indeed, the telling of the wine's story, the atmosphere of the vineyard and the service conditions are all essential elements for a successful wine tasting. "It was based on this observation that, as an engineer, I told myself there was a solution to be found".

Thibaut, who is a qualified engineer and ICAM graduate, also gained an MBA from HEC Paris while working in parallel at Yves Rocher, before founding D-Vine. Today Thibaut supervises the sales, finance, communications and HR teams. His unwavering sense of optimism really drives the teams!

## Béatrice Dominé - **D-Vine Chief Wine Adviser**

To strengthen this team of engineers, the co-founders quickly teamed up with Béatrice. She has been a wine tasting expert for nearly 30 years and has performed many wine roles with passion, including in buying, sales and training. More recently, she also ran her own restaurant and so now knows every aspect of the wine trade. Béatrice has been a partner in the business since 2012 and today plays a major role at D-Vine, particularly in managing the selection of wines. Her ambition for D-Vine? To allow customers to discover the incredibly rich and varied world of French and foreign wines, and with perfect tasting conditions.

## About D-Vine

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D-Vine is a French wine tech company which is revolutionizing the by-the-glass wine market with its high-tech device, the D-Vine. The D-Vine is the very first digital sommelier system enabling you to serve premium by-the-glass wines with the ideal tasting conditions. The innovation has already won the business of over 800 hotels and restaurants (in France and abroad) and 15% of 4-star and 5-star Parisian hotels are now customers.

For more information: [www.d-vine.pro](http://www.d-vine.pro)



DVINE-PRO



MY\_DVINE

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