

GETTING STARTED

Q: What is Tastevin?

A: Tastevin is a user-friendly iPad app that allows restaurants to create custom, interactive wine lists and drink menus to help customers choose the best beverages for their meal. It also helps restaurants efficiently manage inventory, better understand their customers' preferences through data intelligence and establish an ongoing rapport through online communication.

Q: How can Tastevin increase my beverage sales?

A: We have seen beverage sales of businesses using Tastevin increase 15-30 percent in total dollars depending on the time of year. Tastevin provides diners with useful information right at their fingertips, helping to alleviate stress in the wine decision-making process. In addition, wines sold tend to be older inventory as diners become more adventurous with their selections.

Q: How much does Tastevin cost?

A: The only cost is a software fee of \$15 per iPad per month for a minimum 12-month agreement.

Q: What services are included in the fee?

A: The fee includes all future software upgrades and features, remote staff training, remote installation and ongoing remote tech support for the 12-month agreement. The fee does not include hardware (iPads) or on-site training. Apple Inc. offers an affordable leasing program for approximately \$20 per iPad per month through its business financing program.

Q: What does the Premium Onboarding Service include?

A: Our Premium Onboarding Service offers comprehensive setup of your Tastevin list for a one-time fee of **\$1600**. This includes on-site training, adding your cover photos, promotions, and menu items, as well as scanning and uploading your cellar's wine labels, beer and featured cocktails (up to 1,200 items).

Q: With Premium Onboarding Service, how long does it take to go live with Tastevin?

A: Typically 4-6 weeks after you've signed an agreement. After we have completed building your Tastevin list, we will work with you to schedule an agreeable date for the launch, so our representative can be on-site. We can usually expedite this process depending on your particular needs.

Q: What if I don't choose the Premium Onboarding Service?

A: We will schedule a complimentary, one-hour remote training session during which you will be shown how to add beverages to your Tastevin list. The amount of time it will take you to personally build your list depends on the number of items to be added. While our user-friendly portal makes this process easy, this type of data entry can be overwhelming and can take weeks to months when done on a part-time basis. Nearly 90 percent of our clients choose the Premium Onboarding Service for this reason.

Q: How many iPads do we need?

A: Typically you will want one iPad for each paper (printed) wine list. For a restaurant seating 150 people, 15 iPads are recommended.

Q: Do you offer insurance for lost, stolen and damaged iPads?

A: We would be happy to put you in touch with Safeware, a third-party insurance provider that we believe offers the best rates in the market. For \$30 per iPad per year, Safeware will insure your iPads in the event of theft, damage and spills (with a deductible of \$50 per incident).

Q: Will Tastevin integrate with my POS?

A: Tastevin currently integrates with Micros, Aloha, Digital Dining, Dinerware, Squirrel, POSitouch and Infogenesis and other smaller vendors. If you have a preferred POS, we will do our best to support it.

Q: Who do I contact to get started?

A: Call (800) 601-0600 or email info@tastevinapp.com.

PRODUCT FEATURES

Q: Can Tastevin track my physical inventory?

A: Yes. You can enter physical inventory counts via the admin panel in Tastevin from any iPad. Taking inventory with Tastevin has several advantages over the traditional “pen and paper” hard counts, including the ability to dynamically re-sort your wines by bin or varietal. With POS Integration, your inventory levels will update in real time and any wine that sells out will automatically be hidden on every iPad; you’ll never have to apologize for a sold-out wine. By setting par values for each SKU, you are alerted when inventory drops below a certain level and automatically receive a reorder sheet organized by vendor.

Q: Is the wine list customizable?

A: Yes. The list can be organized any way you choose: by region, by varietal, by flavor profile, by theme (such as “sushi friendly whites” or “Remembering Jess Jackson”)—your creativity is the limit. You can easily add custom images to the app billboard and attach PDFs about timely events, restaurant philosophy and other information, which diners can email to themselves or friends—right from the table.

Q: How long does it take for Tastevin list changes to display on the iPads?

A: The iPads update every 3 minutes.

Q: Can I pair meals with my wines?

A: Yes. You can pair any number of wines or other beverages with each appetizer, salad, entrée and dessert on your menu. When a diner selects each course, the wine list will narrow based on the selections, helping to find a wine that pairs well with every meal at the table.

MAINTENANCE AND TECHNICAL SUPPORT

Q: Where do I manage my account and update my wine list?

A: Visit www.tastevinapp.com and click “Client Log-In.” All clients use an email and password to sign in.

Q: Do you offer ongoing list management?

A: Yes. For an additional \$20 per month, we will handle all of your ongoing data entry after you go live with Tastevin. Whenever you add or remove an item, you can simply email, call, or fax it to us, and we will update your list within 48 hours.

Q: What if I need ongoing technical support?

A: You will receive complimentary, ongoing phone, email, FaceTime and live chat support for the life of your agreement. We will respond to reported issues within 24 hours. If your business requires in-person assistance, we offer unlimited, on-site support requests for \$995 for 12 months.

Q: Who do I contact with a technical problem?

A: We recommend using [live chat](#) weekdays from 8 AM PST to 10 PM PST. For urgent after-hour requests, call (800) 601-0600.

Q: Who can I contact with other questions?

A: Call (800) 601-0600. West Coast: Wade Williams wade@tastevinapp.com; East Coast: Judson Hanna jud@tastevinapp.com.

LEARN MORE

Q: Where can I learn more about Tastevin?

A: You can read about the app and view a short video at www.tastevinapp.com. You can download a demo app at [iTunes App Store](#).