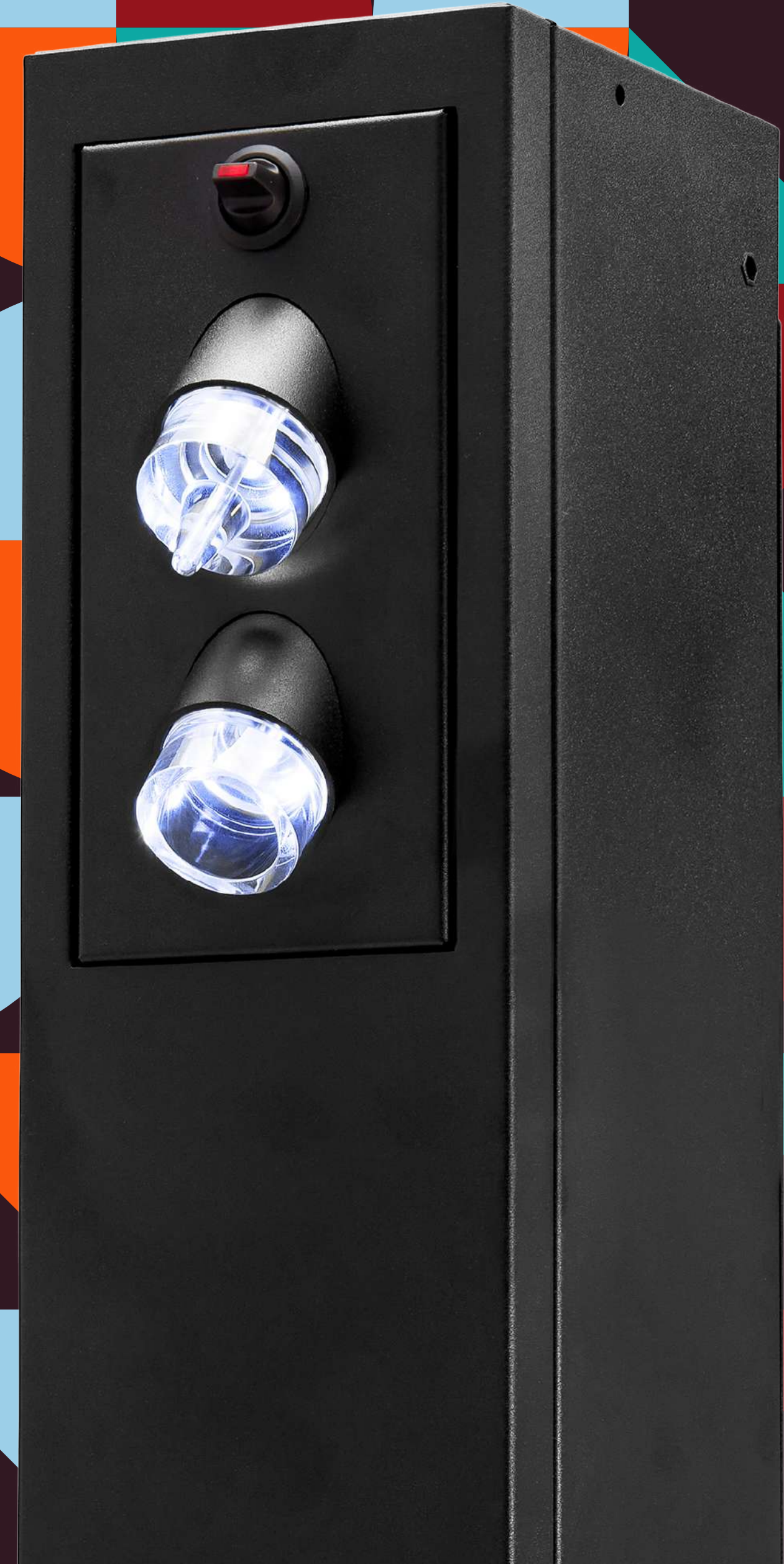


BERMAR™ × **macphee's**

Professional wine & Champagne
preservation systems





Wine by the glass,
revolutionised



OVER 50,000 CUSTOMERS
have Bermar's unique preservation systems
at the heart of their wine service



IN 90+ COUNTRIES
across the globe, you never know where you'll
see your next Bermar preservation system.

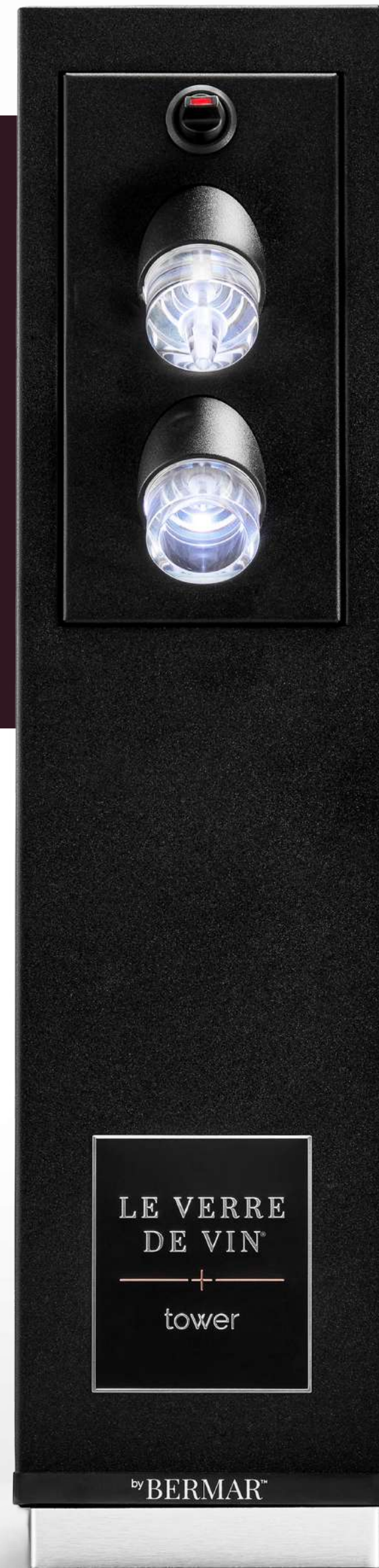


\$3 BILLION IN WINE SALES
have been supported by using a Bermar system
this year alone

Reseals and preserves wine & Champagne for 21 days

Reseals in under 5 seconds

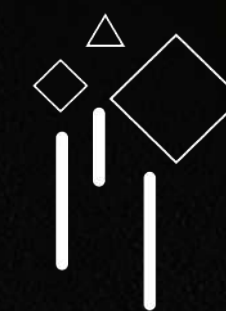
No limits to the number of wine & Champagnes you can preserve





CO2 nozzle

for Champagne and sparkling
wine preservation



Vacuum seal nozzle

for still wine preservation

LE VERRE DE VIN+ series

TWO TYPES OF PRESERVATION. ONE SYSTEM.

STILL WINE

The Le Verre de Vin+ series creates a precisely controlled vacuum within an open bottle of wine. This technique slows the process of oxidation, guaranteeing perfect wine for up to 21 days.

SPARKLING WINE & CHAMPAGNE

With sparkling wine & Champagne the Le Verre de Vin+ series operates by introducing a precisely calibrated infusion of CO2 into a Champagne/sparkling wine bottle, thereby creating a pressure equilibrium and preventing any escape of CO2 from the wine itself without effecting the taste or composition. Giving you 21 days of preservation.



classic: **on the wall**



tower: **on the bar**



compact: **under bar**



LE VERRE DE VIN+ **tower** | portable edition

No boundaries and no limits. The Portable Edition Le Verre de Vin+ Tower is, without doubt, the world's most flexible commercial-grade still and sparkling wine preservation system ever.

Wine and Champagne preservation has reached a groundbreaking new level! The Portable Edition is compact, easy to transport, and does not require any permanent installation.



This is the best wine and Champagne preservation solution I have encountered since my hospitality career began back in 1979. So simple, so obvious... I have installed it in most of our restaurants.

GÉRARD MARGEON

Executive Wine Director | Alain Ducasse Group



CHAMPAGNE
TAITTINGER

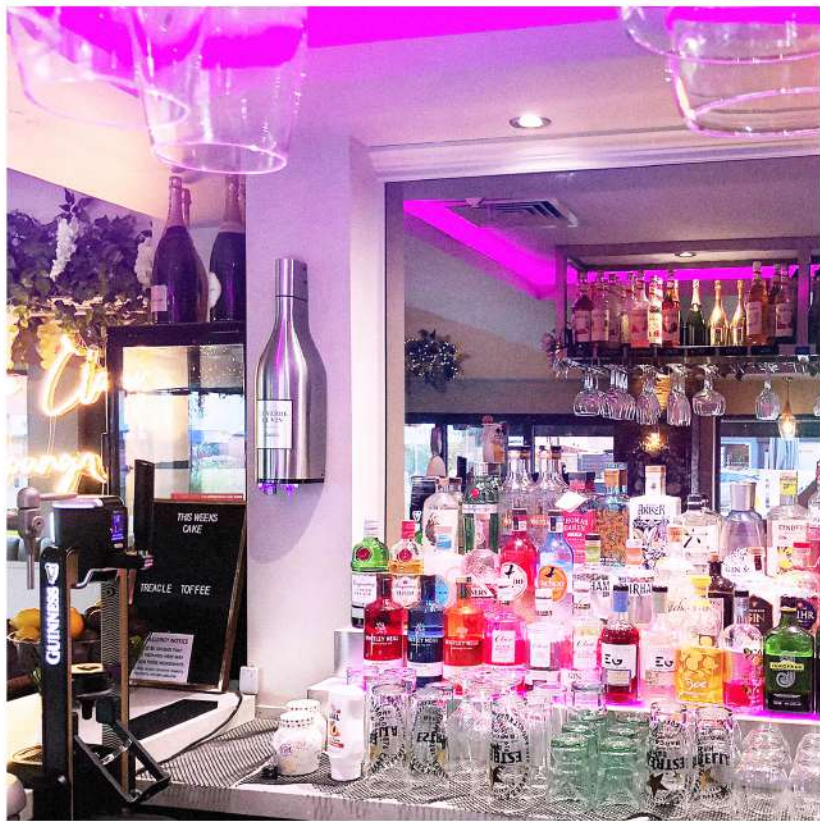
Reims

The Podbar has been tested by Taittinger's Oenologist's and quality control team...
and I can confirm that it is the best Champagne preservation system we have ever experienced.

Marketing and Communication Director | Taittinger



FITS IN ANY NEW
OR EXISITNG VENUE



A SMALL SELECTION OF GLOBAL USERS INCLUDE...



KEY FEATURES



Powered by ePreserve technology

2

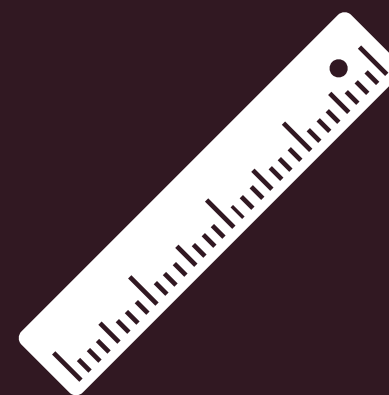
Two types
of preservation,
one system



21 days
preservation



Any bottle,
anywhere



Minimal space
requirement



1-5 second
preservation



Simple user
interface

WHY USE A BERMAR PRESERVATION SYSTEM...



INCREASE SALES

Offering premium wines and Champagnes by the glass makes them far more accessible to consumers and will significantly increase sales. With the continuing trend towards drinking ‘less but better’, we know that premiumisation is the future for operators across the world. A Bermar preservation system makes the journey possible.



BOOST SALES OPPORTUNITIES

By offering more premium options without the fear of wastage, your outlet will increase the average by the glass price. In the model below, we have demonstrated what an uplift by just \$1.35 (9%) can do to revenue based on sales of 150 glasses a week.

Average large by
the glass price

$$\begin{array}{rcl} \$15.00 & \times & \begin{array}{l} (150 \text{ glasses} \\ \text{per week}) \\ \times 52 \text{ weeks} \end{array} & = & \$117,000 \end{array}$$

Annual revenue
(Single outlet)

$$\begin{array}{rcl} \$16.35 & \times & \begin{array}{l} (150 \text{ glasses} \\ \text{per week}) \\ \times 52 \text{ weeks} \end{array} & = & \$127,530 \end{array}$$

+\$10,530

Annual increase in revenue



ELIMINATE WASTE

Using a Berman preservation system allows you to eliminate any wastage issues with opened bottles of wine & Champagne. This allows you to be more sustainable and ethical and is something that can even be promoted. With waste reduced, this removes one of the major obstacles of opening premium bottles of wine & Champagne.

By installing a Berman still and sparkling wine preservation system, your wine wastage can decrease to

UNDER 1%



REDUCE COSTLY WASTE

With Bermar, you no longer have to absorb the cost of spoiled bottles, allowing you to allocate your budget more effectively and invest in other areas of your venue. Using a basic model of 150 glasses of wine being sold a week and using an average large glass price, you can see how even a small amount of wastage can impact profit and sales growth. These figures are based on real world cases.

Average by
the glass price

\$15.00

Average weekly
by the glass sales

150

Average wastage
per outlet*

7%

=

Cost of wastage
per outlet, per annum

\$8,190



DELIGHT YOUR CUSTOMERS

Bermar preservation systems allows you to serve at the table, allowing staff to talk to the customer about the wine, and offer tasting samples. You will be able to give customers a “Freshness Guarantee” by using a Bermar system. Data shows time and time again that consumers biggest concern around wine by the glass is freshness.

FRESHNESS GUARANTEED

By using a professional still and sparkling wine preservation system, you can offer customers a fresh glass every single time. Eliminate the risk of a bad glass of wine spoiling a family dinner or a flat glass of Prosecco dampening that birthday celebration. You can give customers confidence that every glass will be fresh and delicious.

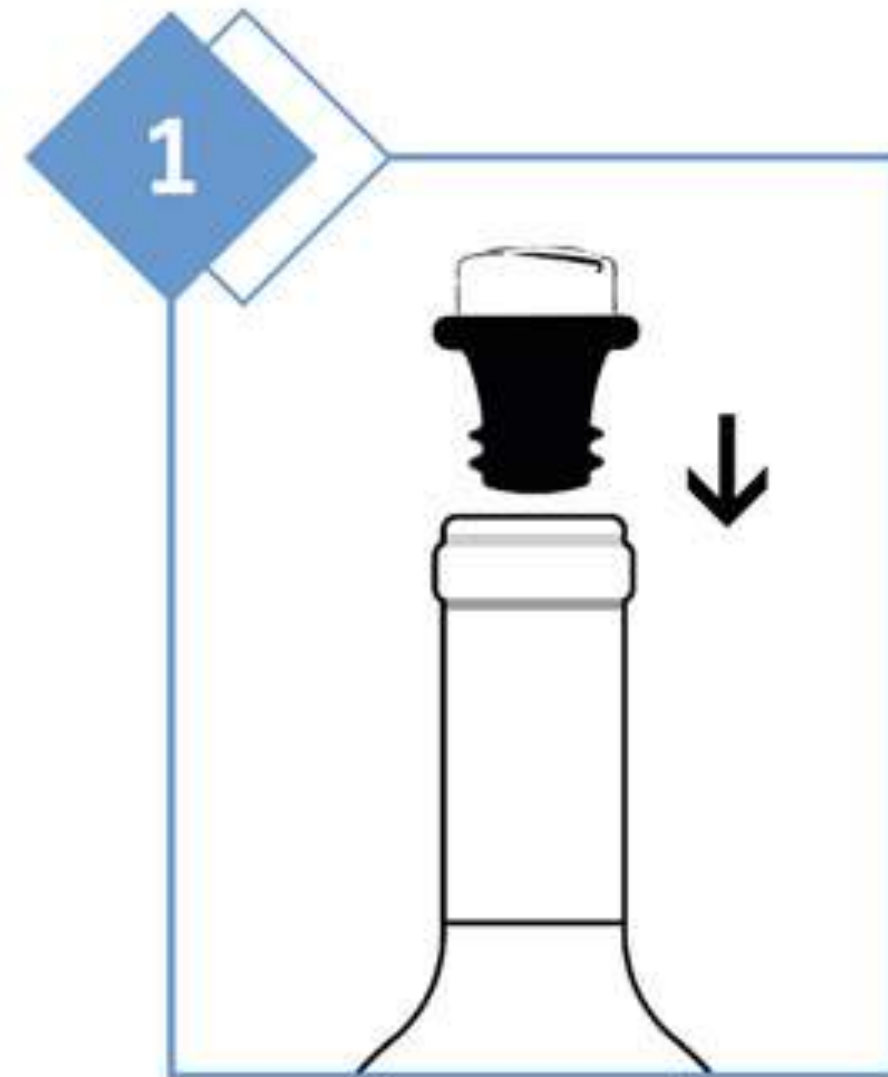
SUSTAINABLE SERVICE

Now more than ever, environmentalists urge us to ‘think green’ and focus on sustainability habits that are beneficial for us, our planet, and future generations. More consumers believe sustainability is an important consideration when deciding where to eat out. Leverage the positive social and cultural benefits from being an environmentally responsible brand.

A UNIQUE EXPERIENCE

By removing the fear of wastage, you can offer customers a wide and unique range of still and sparkling wines. This is an opportunity to offer specials, event offers, recommendations, and to bring the experience to life in a customers’ glass!

EASY TO USE AS 1, 2, 3

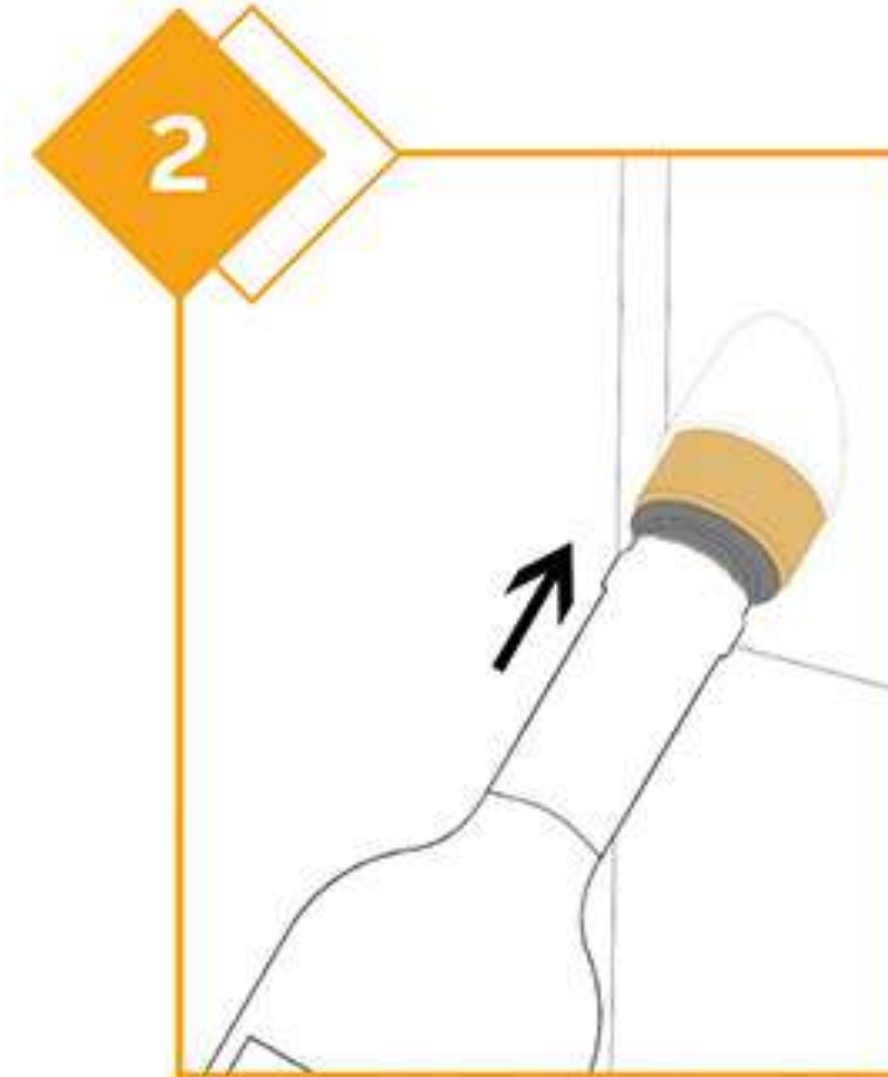


Insert a Bermar wine or
Champagne stopper

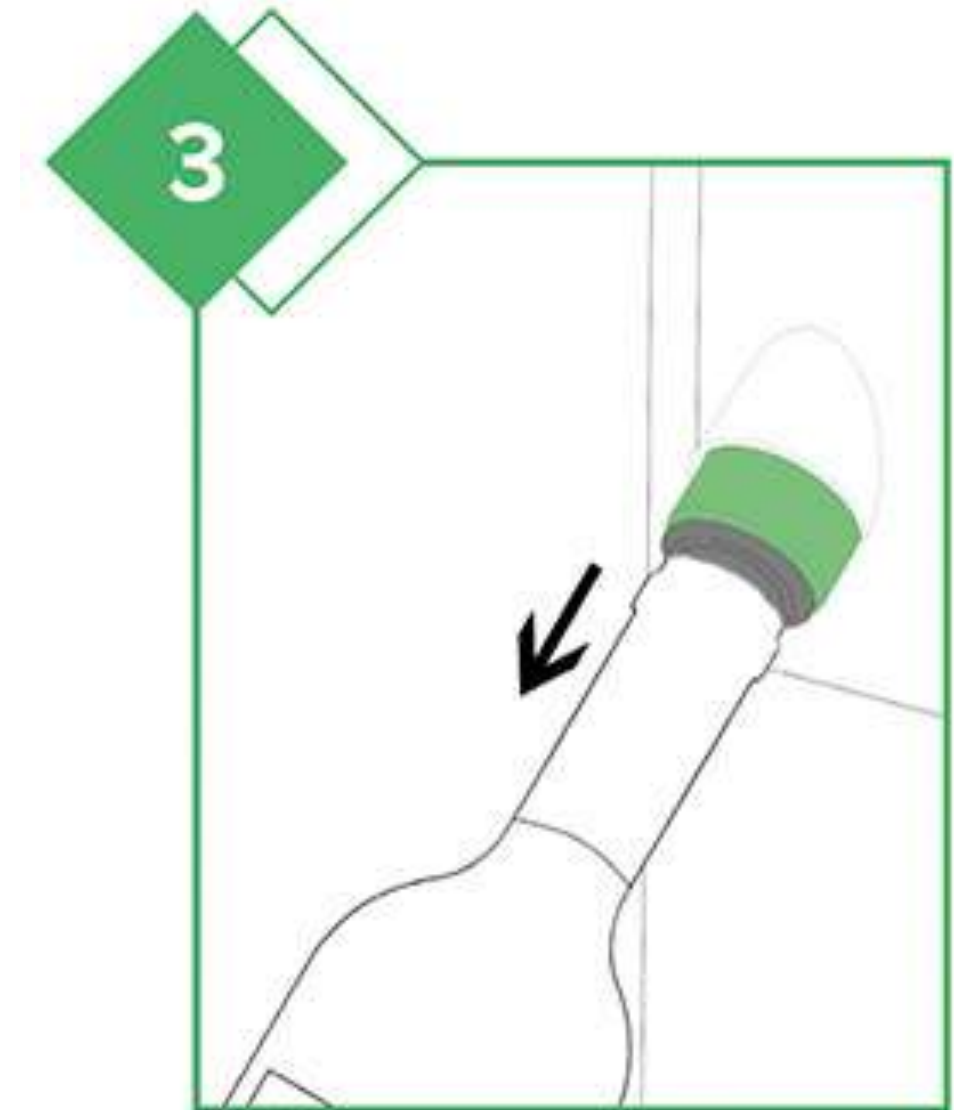
Bermar wine eStopper shown. See
below for other stoppers.



Sparkling &
Champagne



Push the bottle up to the
system for the nozzle to
go orange



Remove after the nozzle
has gone green. The
wine/Champagne is
now sealed

Still wine sealing shown, please repeat the process using a Champagne
stopper and CO2 nozzle for Champagnes & sparkling wines.

BERMAR × **macphee's**

For orders & enquiries contact:

1800 733 621

info@macphees.com.au

macphees.com.au

