

Press Kit – June 2019



 AVEiNE  
THE NEW WINE EXPERIENCE



## THE BRAND

*“AVEINE – The brand that enhances the pleasure of sharing”*

Aveine was born out of an encounter between three entrepreneurs with a **shared passion** for **wine and technology**. It was naturally over a bottle of wine that they came up with an idea for **a device that would reinvent wine tasting**.

Tapping into France's heritage as a great wine-producing country, and today's advanced technology, Aveine creates connected objects and services that allow people to embrace **authentic French art de vivre**, which is all about exploring and **sharing new experiences**.

Crafted as a lifestyle brand, Aveine is presenting **its first product – the Aveine Smart Wine Aerator** – perfectly calibrated to any bottle, giving everyone the opportunity to enjoy wine at its best.

## THE SMART WINE AERATOR

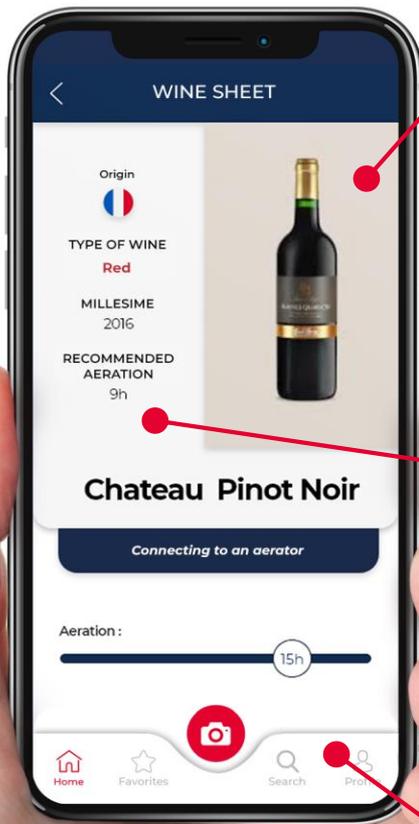
- **Precisely** calculates the **ideal aeration** of any wine, allowing immediate consumption upon opening of the bottle.
- Uses **patented technology** to recreate the aeration process in a controlled manner by **mixing air into the wine as it flows from the bottle**, exposing it to more oxygen.
- The process does not alter the wine's intrinsic qualities (no chemicals are involved).
- The wine aerator can be used with **all types of wine bottles**.

Angled pouring spout with drop stop

Aeration level display

Touchscreen display for manual adjustment





Recognition of the wine

Determination of the appropriate aeration level

More information about the wine

## THE APPLICATION

- Users download a **free** smartphone app that is used to **control the Aveine Smart Wine Aerator**. After scanning the label on the bottle, the wine is identified by pulling from a database and using AI, then **pairs with the Aerator** to calibrate it to that wine's ideal level of aeration.
- The **feature-rich app** is free, **easy to use, interactive** and **educational**, and offers wine tasting tips from **sommeliers, oenologists, wine growers** and other members of the **Aveine community**.
- The Aerator can also be used without the app, allowing users to **have fun trying** out different levels of aeration and **exploring new tastes**.

## ANY WINE.

The realm of possibilities is expanded and allows the users to broaden their palate.

## PERFECTLY AERATED IN AN INSTANT.

The unique "opening" process breathes air into the wine, releasing its flavors and aromas and bringing it to life.

## EVERY SINGLE TIME.

The result: a cutting-edge technology which allows all consumers to enjoy wine at its best.



01  
Place



02  
Scan



03  
Serve!

## THEY TRIED IT. THEY LIKED IT.

*"Using Aveine is being as close as possible to the product. The goal of a sommelier is to serve the wine in the right conditions and thanks to the Smart Wine Aerator we can satisfy the customers' expectations."*

Pierre Gros - Head sommelier Château Pape Clément Bernard Magrez

*"Aveine is the future of wine service! Really easy to use."*

Champeaux, d'Alain Ducasse - Restaurant

*"The Aveine Smart Wine Aerator is a real answer to a need when it comes to wine tasting!"*

Ambassade de Bourgogne – Wine bar

*"The Aveine Smart Wine Aerator defies time and transforms the wine in an instant."*

Hôtel de Crillon

*"I tried the connected aerator with a vintage of vintage of Châteauneuf du Pape I know particularly well. I was really seduced by the efficiency of the product. The whole thing seemed to be in perfect harmony, the one we seek with an effective carafe. I find the aerator convincing in the sense that it has not distorted the identity of the wine. Finally, an efficient aerator!"*

Château Gigognan - Winery

THEY'RE TALKING ABOUT US  
And all around the world...

**FOOD&WINE**

USA  
January 12, 2018

*"This digitally-connected wine aerator promises a level of precision never seen before. Select a time frame between one to 24 hours, and the Aveine aerates your vino to the exact equivalent of that amount of time with a simple pour. Its app will even make aerating suggestions based on the type of wine you're planning to pour."*

**WINE ENTHUSIAST**

USA

**VANITY FAIR**

Italy

**Forbes**  
México

Mexico

**malaymail**

Malaysia

**TABI LABO**

Japan



**THE VERGE**

USA

THEY'RE TALKING ABOUT US  
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*Nine innovative French Tech  
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LE NOUVEL  
**Observateur**



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## OUR AWARDS GALLERY



## OUR SUPPORTERS :

**STATION F**



**PARIS&CO**



## THE FOUNDERS



### **Nicolas NAIGEON**

CEO & Co-founder

Nicolas Naigeon comes from a family of Burgundy wine producers. He's a biomedical engineering graduate and self-confessed web freak. Along with Matthieu Robert and Miranda Delmotte, he founded Aveine in 2016, blending his enthusiasm for connected objects with his winemaking heritage.



### **Miranda Delmotte**

Head of Sales & Co-founder

Project manager, specialized in young innovative companies. Her mission as project manager at the Génopole, the 1st Biocluster in France, allowed Miranda to follow the progress and development of many startups and to improve her expertise in the ecosystem.



### **Matthieu ROBERT**

CMO & Co-founder

Matthieu Robert is a product designer with a degree in applied arts. After honing his skills in fine food packaging, he set up his own business called Medical Design. Matthieu is the brains behind the innovative design of the Aveine Smart Wine Aerator.



To experience the Aveine Smart Wine  
Aerator, contact us...

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