

A close-up photograph of a person's hands pouring red wine from a tap into a snifter glass. The person is wearing a dark long-sleeved shirt and a watch. The background is a bar with warm lighting and a metal railing. The scene is partially obscured by orange graphic overlays.

by the glass®

# CATALOGUE

2 0 1 9



**The World's Best Wine Entertainment**

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## The World's Best Wine Entertainment

By The Glass International is a global leader in professional wine dispensing and preservation equipment. By The Glass International is most widely recognised for its innovative technology and tailor-made solutions available under the By the Glass® label. Our individual solutions for trade, on trade and industry clients result from a decade of close cooperation with wine professionals around the world. By the Glass® equipment is used daily in thousands of outlets in more than 70 countries on 5 different continents. This catalogue will provide an introduction to the 4 main product lines.

## Customer Experience

The main reason for being for By the Glass® is to support the trade, on trade and wine industry to enhance the consumer experience around wine. That's why we aim for "The World's Best Wine Entertainment". The guaranteed quality of the wines in the By the Glass® wine dispensers is of course a prerequisite. Being able to offer a wide selection as well as the attractive and inviting presentation trigger the interest of consumers.

## Innovation

Because the new generation of consumers is set to visual impressions and prefers to gain their own experiences, By the Glass® is pioneering new forms of consumer interaction with our Wine by the Card solutions.

The wine bar concept whereby guests can explore 100 wines by themselves, making use of a card, clearly show the potential of innovative solutions: consumer satisfaction, average price per glass and overall spendings are at an unparalleled high level.

## Smart Solutions

While enhancing the experience the By the Glass® solutions provide strict control. Programmable portions prevent overpouring while smart preservation prevents oxidation limiting risk of waste and spoilage.

## Tailor-Made

Given the variety in bars, restaurants, stores and cellar doors By the Glass® creates tailor-made solutions fitting every space and facilitating different ways of operating. The four distinctive lines of professional wine dispensing and preservation equipment cover more than 400 different models. Additional options allow for further tailoring.



## Restaurants, Bars & Hotels

Improve the quality of wine service for guaranteed satisfaction of guests

Increase sales revenue offering more choice and better wines by the glass

Gain control over your open wine sales and reduce wastage thanks to a perfect preservation

Showcase your offer of great labels, and let the guests discover them for themselves



## Up-Market Retail Trade

Assure a perfect representation of products at in-store tastings

Benefit from an attractive cost-efficient and hygienic possibility for self-tasting at POS

Highlight this possibility and explore new forms of consumer interaction

Directly link the experience to your online offering



## Wine Producers & Distributors

Make sure your wines are presented in perfect condition

Promote your wines with a spotlight presentation at POS

Reduce sample costs

Benefit from the possibilities for branding and the mobility of our Modular dispensers for your cellar door, wine show or POS tasting

## ADVANTAGES OF BY THE GLASS® WINE SERVING SYSTEMS



### Perfect Serve

Keeps your wines fresh and ensures they are served at ideal temperature



### Speed & Control

With exact portion control and an optional connection to your cash register.



### Visibility Sells

Spotlight presentation for your by-the-glass wines



### More Interaction

With Wine by the Card technology



### Custom Made

By the Glass® Standard is custom-made to your exact requirements



### Global Yet Local

Quick and efficient service by local partners worldwide



### Easy to Operate

Changing bottles is quick and easy to maximise the productivity of your staff

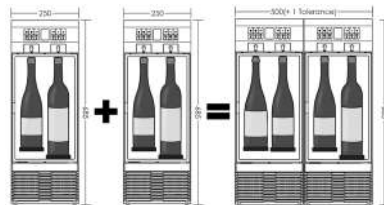


### Possibility for Branding

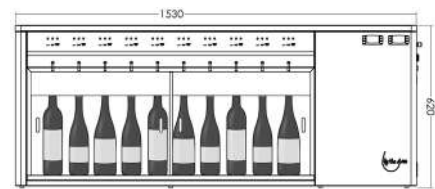
By the Glass® Modular can be customised with your brand or logo

# by the glass® PRODUCT COMPARISON

## By The Glass® Modular

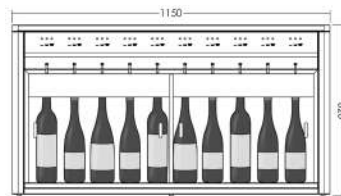


## By The Glass® Standard

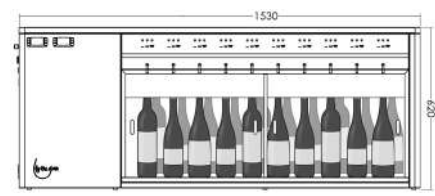


<b>Summary</b>	A space-saving wine serving system for two bottles which can be easily expanded by connecting additional units. Fits every niche or shelf. Thermo electric cooling.	A stainless-steel model for 6 to 20 bottles with active cooling from the side, single or dual temperature, offering space for any bottle size and space for a spare bottle.
<b>Number of bottle positions</b>	2-12	6-20
<b>Type of cooling</b>	Thermo electric, air circulation	Compressor, active air circulation
<b>Position of engine</b>	Below bottle compartment	On the side, left or right
<b>Temperature zones</b>	1 per unit/2 bottle positions	1 or 2
<b>Portion control</b>	Yes	Yes
<b>Space for spare bottle</b>		Yes
<b>Flexible partition wall</b>		Yes
<b>Door lock</b>	Yes	Optional
<b>Dispense lock</b>	Yes	Optional
<b>Optional</b>	<ul style="list-style-type: none"> <li>• Single button version</li> <li>• Branding</li> </ul>	<ul style="list-style-type: none"> <li>• Card system ("Wine by the Card")</li> <li>• Transparent Glass Back</li> <li>• Spray Color Coating</li> <li>• Split Cooling Engine</li> </ul>
<b>Famous for</b>	Compactness, user friendliness, replaceable dispensehead	User friendliness, reliability, endurance
<b>Typical seen in</b>	Small and mid-size bars and restaurants, smaller shops	Mid size and big bars and restaurants, retail
<b>Normal lead time</b>	2 weeks	6-8 weeks

### By The Glass® Stage



### By The Glass® Double Sided



<b>Summary</b>	A stainless-steel model for 8 to 12 bottles with cooling from the back (therefore relatively small), single or dual temperature.	A unique see-through dispenser which can be used from both sides offering space 6 to 20 bottles per side, active cooling from the side, single or dual temperature.
<b>Number of bottle positions</b>	8-12	12-40 (6 to 20 on each side)
<b>Type of cooling</b>	Compressor, cold back plate	Compressor, active air circulation
<b>Position of engine</b>	At the back	On the side, left or right
<b>Temperature zones</b>	1 or 2	1 or 2
<b>Portion control</b>	Yes	Yes
<b>Space for spare bottle</b>		
<b>Flexible partition wall</b>		Yes
<b>Door lock</b>	Optional	Optional
<b>Dispense lock</b>	Optional	Optional
<b>Optional</b>	<ul style="list-style-type: none"> <li>• Card system ("Wine by the Card")</li> <li>• Spray Color Coating</li> <li>• Split Cooling Engine</li> </ul>	<ul style="list-style-type: none"> <li>• Card system ("Wine by the Card")</li> <li>• Spray Color Coating</li> <li>• Split Cooling Engine</li> </ul>
<b>Famous for</b>	User friendliness, reliability, endurance	Eye-catching see through presentation, price/value
<b>Typical seen in</b>	Wine bars, bigger retail outlets	Wine bars, bigger HoReCa and retail outlets
<b>Normal lead time</b>	6-8 weeks	6-8 weeks

# 01

*by the glass®*

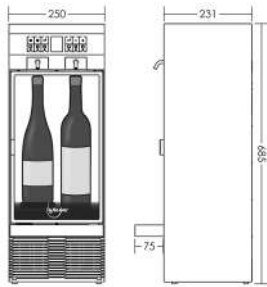
**MODULAR**

## THE COMPACT, VERSATILE, EXTENDABLE WINE SERVING SYSTEM

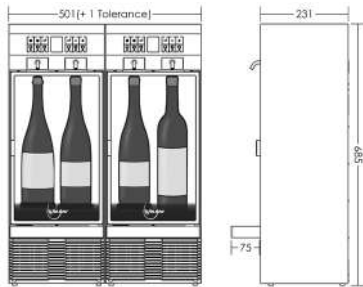
By the Glass® Modular is an intelligent, space-saving wine serving system for two bottles which can be easily expanded by connecting 1 to 5 additional modular units. Given the compactness and the limited weight of 22kg it virtually fits every niche or shelf and can even be employed for changing locations or mobile solutions. Its modern Dutch design and dimmable spotlights perfectly put the focus on the quality wines inside. Moreover, its wooden side panels can be branded for a perfect presentation of wine brands at a trade fair or in-store tasting. By the Glass® Modular combines the latest breed of the By the Glass® thermo electric wine cooling and preservation technology including portion control. The By the Glass® Modular comes with the removable dispense head technology for easy cleaning and an even faster bottle change.



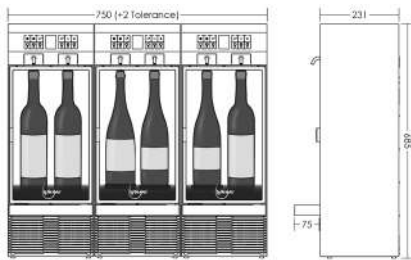
## BY THE GLASS® MODULAR



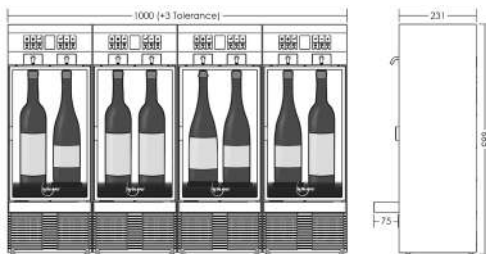
250 = **W**  
685 = **H**  
231 = **D**



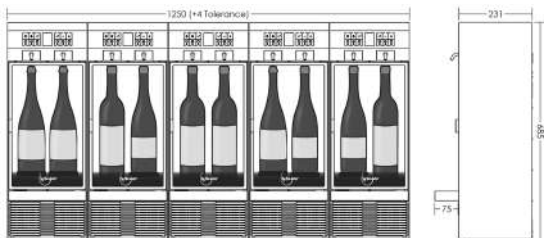
500+1 = **W**  
685 = **H**  
231 = **D**



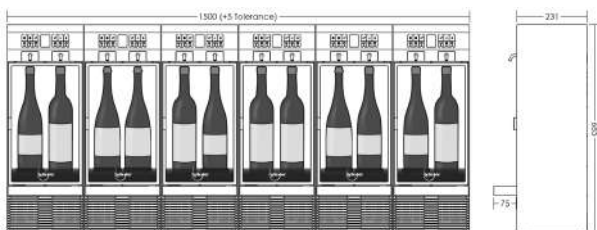
750+2 = **W**  
685 = **H**  
231 = **D**



1000+3 = **W**  
685 = **H**  
231 = **D**



1250+4 = **W**  
685 = **H**  
231 = **D**



1500+5 = **W**  
685 = **H**  
231 = **D**

Note: Please read Appendix to learn how to apply the measures.

The optional removable side panels for this model add 36mm to the above measures (W).

“

Making the By The Glass® Modular available to our customers has driven penetration, availability by the glass and volume of our key Gallo brands.

**Vince Cabico**  
Senior Brand Manager Gallo Wines  
at Emperor Distillers Inc.

”



“

The By The Glass® Modular turned out to be the perfect model to integrate in the shelves enabling us to offer 6 wines per section, 42 in total, making tasting an integral part of the shopping experience.

**Schuttelaar**  
Zwolle - Netherlands

”

# 02

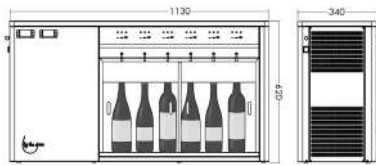
*by the glass®*  
**STANDARD**

## TAILOR-MADE FOR GREAT PERFORMANCES THE CUSTOM-BUILT WINE SERVING SYSTEM

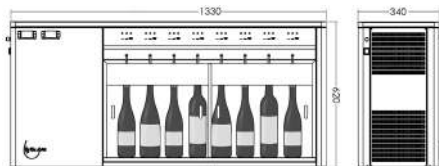
Since its introduction in 2007 the By The Glass® Standard has evolved in a very strong, reliable and easy to use and maintain model. This high-grade stainless-steel model makes use of forced/active cooling from the side. It comes with a variable 2-ClimateZone Technology for changing proportions of red and white wines (e.g. more whites in summer, more reds in winter). The By The Glass® Standard has a depth of 34cm and offers space for large formats like Magnums or for a spare bottle behind the bottle in use which makes it quick and easy to replace a bottle. What's more the cooling engine can be mounted separately from the dispense unit to win space and balance. The By The Glass® Standard is made to order taking the required number of bottle positions, color and other options into account making it truly unique.



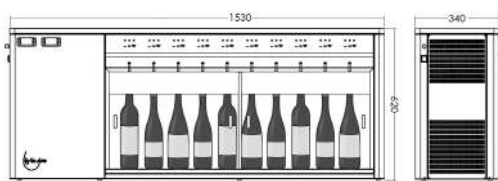
**BY THE GLASS® STANDARD, ENGINE LEFT**



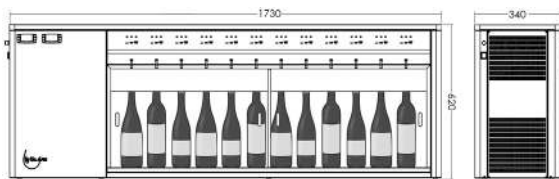
1130 = **W**  
620 = **H**  
340 = **D**



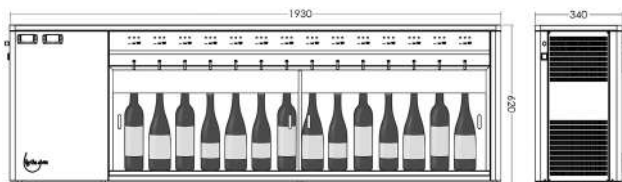
1330 = **W**  
620 = **H**  
340 = **D**



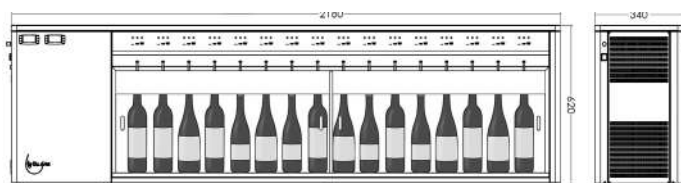
1530 = **W**  
620 = **H**  
340 = **D**



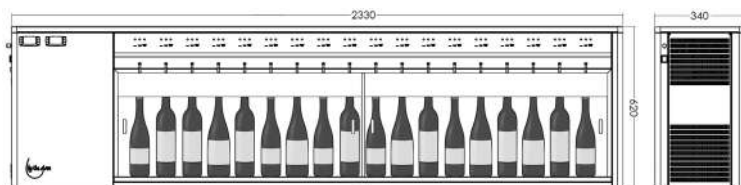
1730 = **W**  
620 = **H**  
340 = **D**



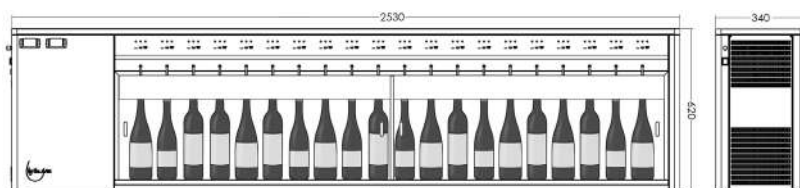
1930 = **W**  
620 = **H**  
340 = **D**



2180 = **W**  
620 = **H**  
340 = **D**



2330 = **W**  
620 = **H**  
340 = **D**

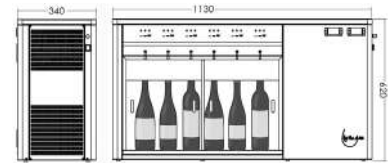


2530 = **W**  
620 = **H**  
340 = **D**

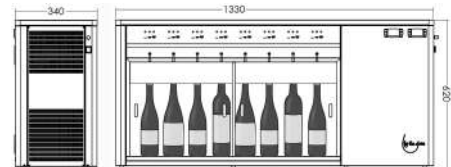
Note: Please read Appendix to learn how to apply the measures.

**BY THE GLASS® STANDARD, ENGINE RIGHT**

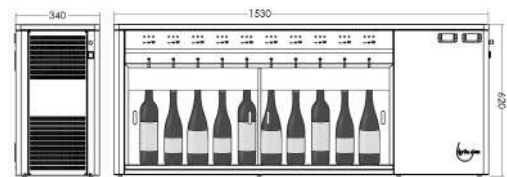
**W** = 1130  
**H** = 620  
**D** = 340



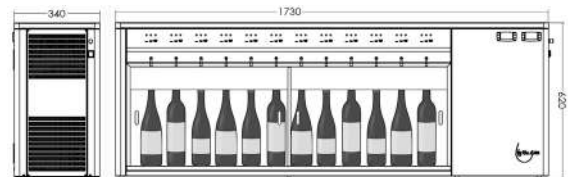
**W** = 1330  
**H** = 620  
**D** = 340



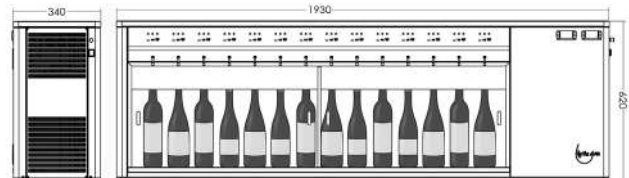
**W** = 1530  
**H** = 620  
**D** = 340



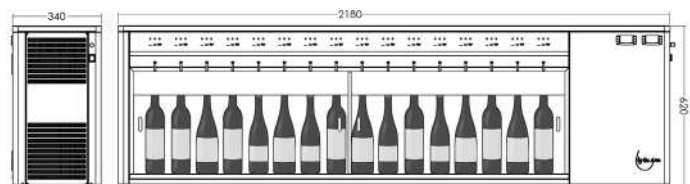
**W** = 1730  
**H** = 620  
**D** = 340



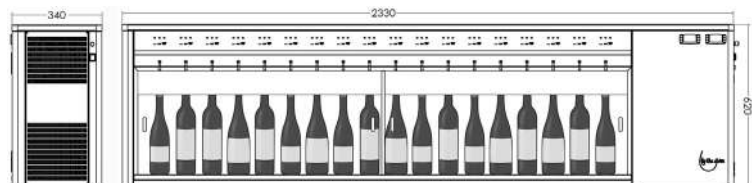
**W** = 1930  
**H** = 620  
**D** = 340



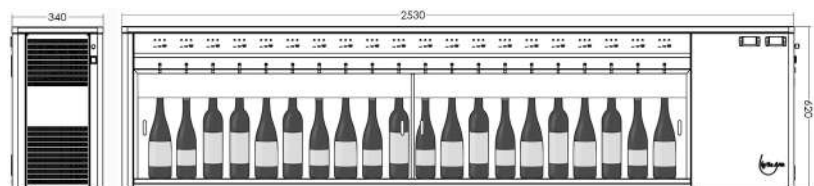
**W** = 2180  
**H** = 620  
**D** = 340



**W** = 2330  
**H** = 620  
**D** = 340



**W** = 2530  
**H** = 620  
**D** = 340

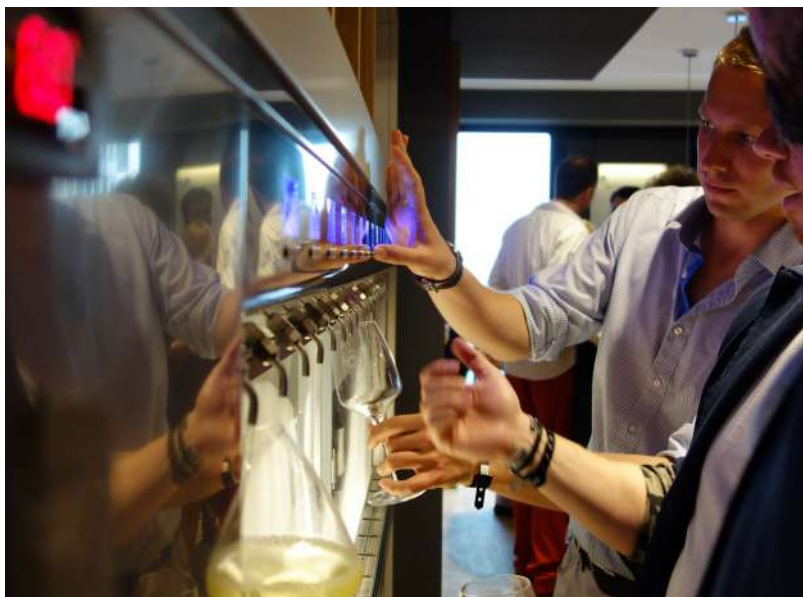


Note: Please read Appendix to learn how to apply the measures.

## STANDARD



At TJFP in London the central presentation of 8 fine wines in a Standard dispenser behind the bar is a perfect way to promote the wine category while ensuring excellent quality.



“ Our by-the-card wine serving cabinets are a major attraction of our clubs allowing unlimited access to a great selection of high-class wines around the clock with the help of our member cards. ”

**Harald Jaeger**  
wineBANK Palma and Mainz



Młyńska12 has chosen two 20 bottle Standard dispensers to create an impressive line-up of 40 great wines. The tailor-made elements include a black color coating, engines on the outside (one left, one right), Wine by the Card supported by mini screens and thermostats at the back.

# 03

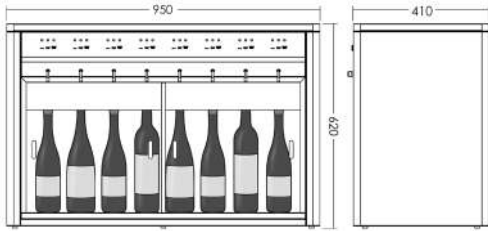
*by the glass®*  
**STAGE**

## A GREAT STAGE FOR YOUR WINES

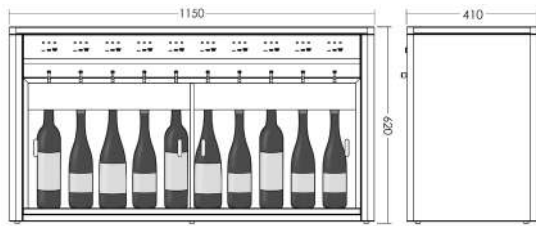
The By The Glass® stage is a variant of the Standard model made of high-grade stainless steel creating a very strong, reliable and user friendly wine dispenser. The cooling engine is placed behind the bottle compartment and the forced/active cooling is replaced by a passive cooling via a cold back plate. As a consequence, this model has less width but is deeper (41cm instead of 34cm) and does not provide space for Magnum bottles or spare bottles. The By The Glass® stage is mostly used when more than 2 dispensers are put side to side in one line (as seen in wine bars) or when the available width is limited. Given the cold plate at the back this model does not allow for a transparent glass back. This model is available with 1 or 2 temperature zone(s). In case of 2 temperature zones the partition wall is fixed so the split between red and white wines cannot be changed. The cooling engine can be mounted separately from the dispense unit to reduce the depth. The By The Glass® Stage is made to order taking the required number of bottle positions, color and other options into account creating an unique stage for quality wines.



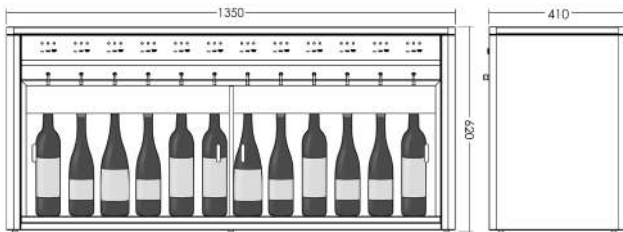
**BY THE GLASS® STAGE**



950 = **W**  
620 = **H**  
410 = **D**

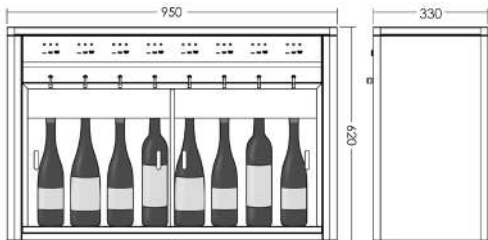


1150 = **W**  
620 = **H**  
410 = **D**

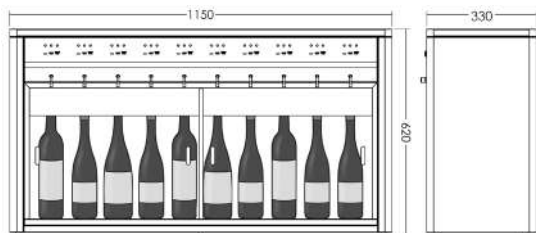


1350 = **W**  
620 = **H**  
410 = **D**

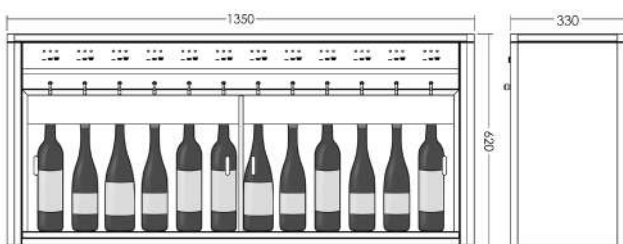
**BY THE GLASS® STAGE, REMOTE ENGINE**



950 = **W**  
620 = **H**  
330 = **D**



1150 = **W**  
620 = **H**  
330 = **D**



1350 = **W**  
620 = **H**  
330 = **D**

Note: Please read Appendix to learn how to apply the measures.



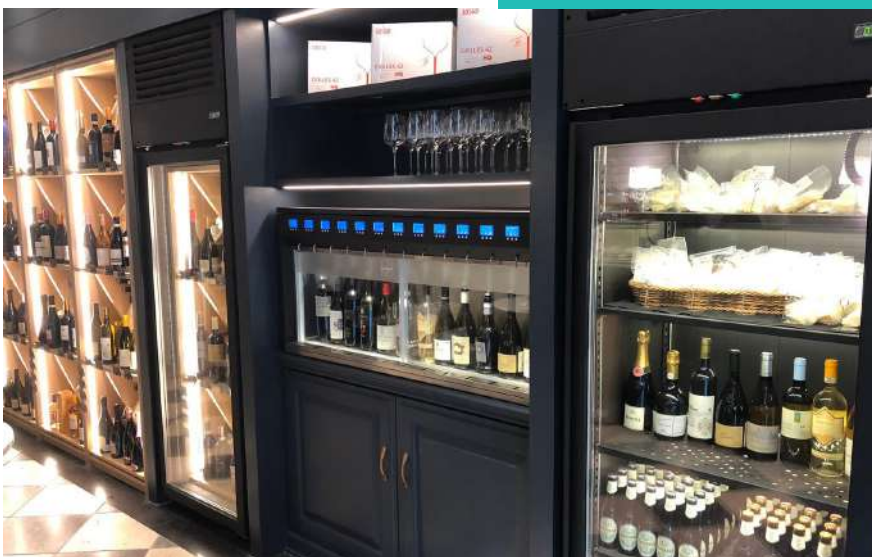
An 8 bottle By The Glass® Stage positioned behind the bar enables Radisson Blu in Norway to offer their guests 8 quality wines next to the house wines. The higher average price per glass for the fine wines push sales and margin up!

“

Our mission is to make it easy and fun for customers to explore and discover great new wines. By The Glass® wine preservation and dispensing systems have made that a reality.

**Tessa Whitehead**  
Operations Manager  
at Vagabond Wines

”



04

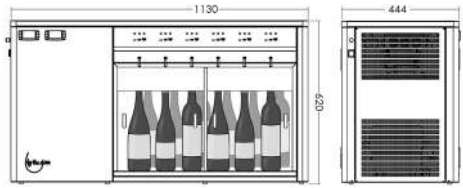
*by the glass®***DOUBLE SIDED**

## EYE CATCHING PRESENTATION WITH EFFICIENT USE OF YOUR SPACE

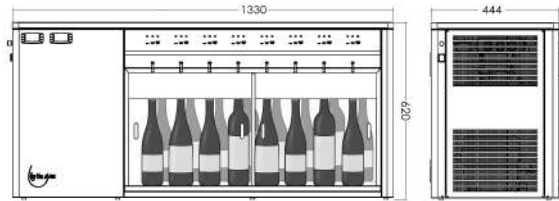
The By The Glass® Double Sided is a unique innovation derived from the Standard model whereby guests can dispense wines from both sides. The see-through presentation does not just look spectacular, it also creates new options for the best usage of the available space. Made of high-grade stainless steel this model makes use of forced/active cooling from the side. It comes with a variable 2-ClimateZone Technology for changing proportions of red and white wines (e.g. more whites in summer, more reds in winter). The By The Glass® Double Sided has a depth of 44cm and offers space for large formats like Magnums. There is no space for spare bottles. The cooling engine can be mounted separately from the dispense unit to reduce the width. The By The Glass® Double Sided is made to order taking the required number of bottle positions, color and other options into account to create an eye catching presentation of quality wines.



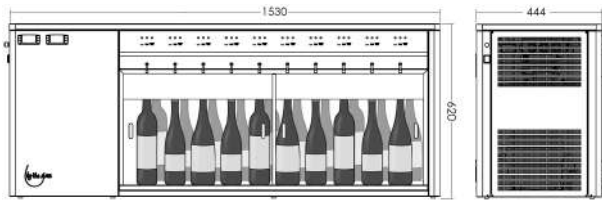
BY THE GLASS® DOUBLE SIDED



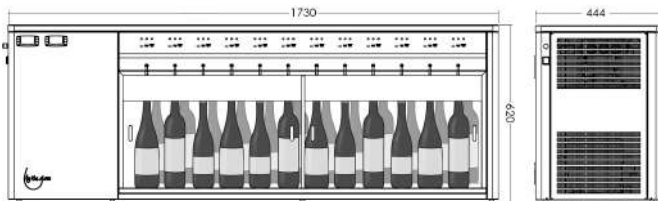
1130 = **W**  
620 = **H**  
444 = **D**



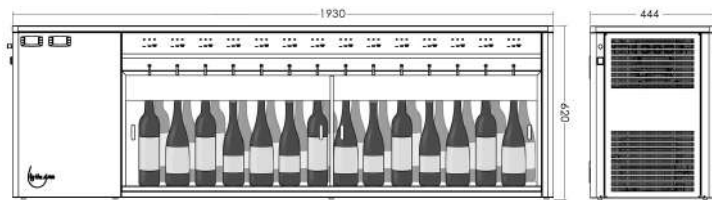
1330 = **W**  
620 = **H**  
444 = **D**



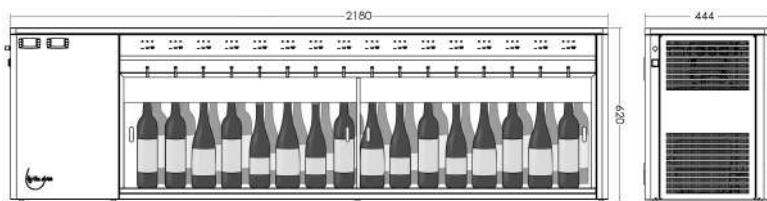
1530 = **W**  
620 = **H**  
444 = **D**



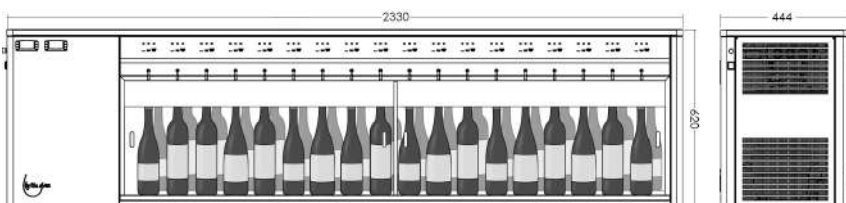
1730 = **W**  
620 = **H**  
444 = **D**



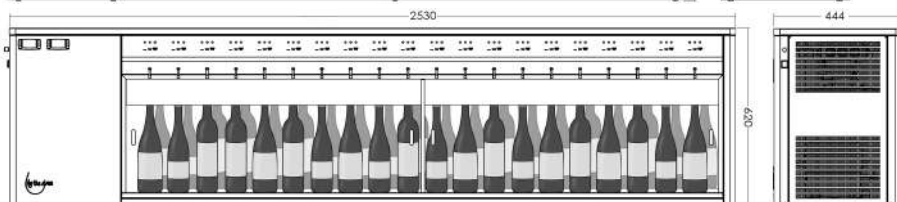
1930 = **W**  
620 = **H**  
444 = **D**



2180 = **W**  
620 = **H**  
444 = **D**



2330 = **W**  
620 = **H**  
444 = **D**



2530 = **W**  
620 = **H**  
444 = **D**

Note: Please read Appendix to learn how to apply the measures.



“  
The Double Sided dispensers  
create a great visual effect and  
help us to make the best use of  
scarce space.  
”

**Jan Keyenberg**  
Rayleigh&Ramsay  
Amsterdam



## TRANSPARENT GLASS BACK

The optional transparent Glass Back with its see-through effect turns a By the Glass® Standard dispenser into a spectacular eye-catcher from both sides. This option allows you to place it in the middle of the room as a perfect room divider, on a counter or for example in a shop window enabling the best usage of the available space. No wonder this option is popular among designers!

The second line of bottles can be turned to face the transparent Glass Back while awaiting their turn to be served. Placed on a counter you can serve the wines from one side, while the guest or client can browse through and select from your selection of great labels.

Its spectacular visual effects can by the way only be equalled by our By the Glass® Double Sided dispensers, which offer the same see through effect plus the possibility to serve yourself from both sides.

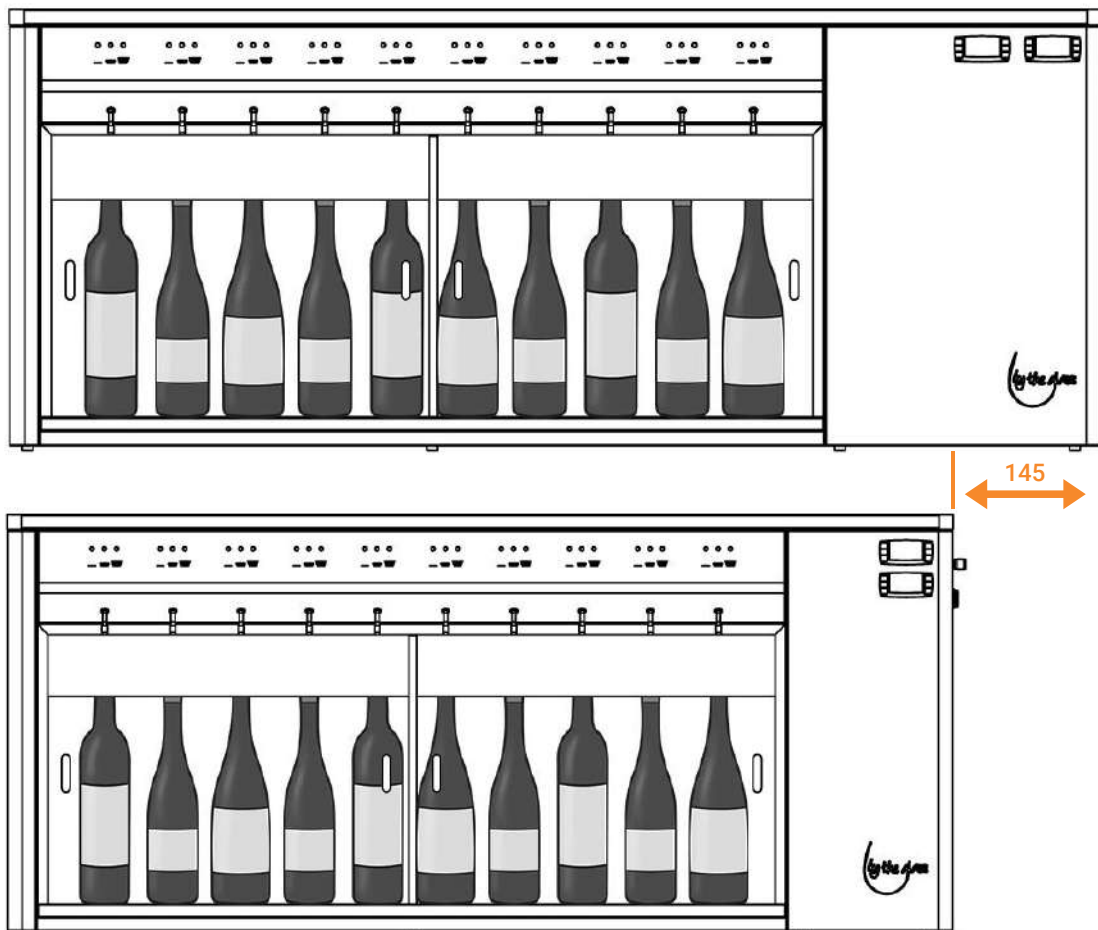


## REMOTE AND CENTRAL COOLING

If you plan or already make use of a central refrigeration system, we can prepare the dispenser according to your specifications for refrigerant and fit it with optional expansion valves. If you don't have the additional capacity or a central cooling available, you may decide for our pre-configured remote cooling engine. This engine is ready mounted on a plate for easy installation. It can be installed in a well-ventilated space in the same furniture above or below the dispenser or at distance from the dispenser

Regardless of whether you choose to connect the dispensers to your central cooling or decide for our remote cooling engine, a separate cooling will save 145mm in total width. Furthermore, the dispenser will in that case not require any space for aeration and evidently not emit any warm air nor compressor vibration.

Important notice: before deciding for a Remote Engine option or a connection to a central cooling the feasibility needs to be assessed by experts. This includes type of engine, type of cooling agent, the distance between engine and dispenser and the best route for the piping connecting the cooling engine and the wine dispenser.



## BRANDING

By the Glass® wine dispensers are generally appreciated by wine marketers for assuring a perfect serve which is a prerequisite for any marketing activity. The introduction of Branding options for our By the Glass® Modular wine serving cabinets has further increased the popularity of this model among wine marketers. The Branding options help to drive two important marketing parameters: brand visibility and brand awareness.

The wooden side panels offer the main branding opportunity. The exchangeable side panels can be printed with a brand name, logo and other supporting graphic elements. A branding on the side can be supported by stickers on the frontside. Because the branding can be exchanged rather easily, one By the Glass® Modular unit can be used for different brands over time.



## SPRAY COLOR COATING

Besides the standard finishing in brushed stainless steel you may choose the option of a matt color coating in any of over 200 colors of the RAL Classic color palette. The color coating allows you to perfectly match the ambience or create an ever more eye-catching stage for your wine experience. Regardless of the color you choose, their lavishly matt finishing gives your By the Glass® Standard, Stage or Double Sided dispenser an exceptionally warm feel.

The optional Color Coating is available for all models with the exception of the By the Glass® Modular.



## BY THE GLASS® MODULAR “POS”

“Taste before you buy” is an important argument for consumers when selecting a wine. By the Glass® Modular “POS” offers a perfect solution to facilitate tastings at Point-of-Sale.

The POS solution has a sturdy, intuitive control panel with a large, clearly highlighted button enabling consumers to pour a taster. All other keys are locked in POS mode, so operator errors are excluded. In addition, pouring can be easily disabled by the staff, e.g. for times of reduced supervision.

Programmable dispensing allows you to pour up to 50 samples (15ml) from a single bottle in guaranteed convincing quality from the first to the last sip.



## BY THE GLASS® WINE BY THE CARD

The possibility to discover and enjoy a variety of wines in self-service with the help of so-called smart cards has been acknowledged as one of the hottest trends for promoting and selling quality wines. Wine bars and shops allowing guests to enjoy up to 100 or more wines by the glass have opened their doors all over the world over the past few years.

The basic idea is easy to understand: guests get a pre-charged card from the bar or shop enabling them to pour wines from the dispensers paying for it by inserting the card in the card slot at the dispenser. Next to a full glass, guests can choose a half glass or just a taster. Cards are usually prepaid but read-out at checkout is an option as well.

The self-service approach is perceived by the guests as an uncomplicated and playful way to discover new wines. This wine adventure almost always goes in one direction only - to the top: customers who can concentrate on their own taste simply discover that better wines also taste better. Expect wine sales to be 25% to 40% higher than in a normal wine bar, while customer satisfaction reaches new heights.

The key elements of a card system are:

- RFID Smart Cards with a full-color print of your choice
- An external USB Reader/Writer to credit or read out cards at the cash register
- A card controller with full-color touch display (for Standard and Double Sided–navigation via LCD displays for Stage dispensers)
- Back-Office Software By the Glass® Wine Monitor “Desktop Edition” (free for offline-application)
- Optional: LCD displays above each bottle position to display prices, pour sizes and wine names
- Optional: Secure Internet Cloud application and back-office software By the Glass® Wine Monitor Online for online application
- Optional: a local server for online application as terminals

The full-color touch display offers simple, intuitive touch navigation for system settings and billing information. The optional LCD displays above each wine allow for the dynamic display of wine names, pour sizes and prices. For the By the Glass® Stage dispensers the settings menu can be operated via the LCD displays.

The separate card reader/writer with USB port can be connected to any Windows PC (Win7 or higher) or Windows-based cash register.



## FROM PLUG-AND-PLAY TO CLOUD: SOFTWARE AND CONNECTIVITY PACKAGES FOR BY THE GLASS® WINE BY THE CARD

The basic version of our back-office software for offline use is called By the Glass® Wine Monitor “Desktop Edition” and is free of charge. It allows you to manage all settings, system and sales data via a PC that is temporarily or permanently connected to the dispensers. You can track, download and analyse all sales data (credits put on cards, wines poured). The RFID cards used are pre-coded.

The online variant makes use of a cloud application called By the Glass® Wine Monitor Online. This application enables the management of system settings such as prices, delivery quantities and wine names as well as user information. By the Glass® Wine Monitor Online can be accessed via the browser of any Internet-enabled device in real-time from anywhere in the world. For this purpose, the dispensing system must be equipped with a network adapter and permanently connected to the Internet. A yearly fee applies for hosting and the use of the application.

The cards for the online variant are authorized online which makes it possible to use existing cards such as for example existing loyalty cards or room key cards in a hotel. Cards, credits and limits can therefore also be remotely managed and blocked at any time. The user and sales information is available at any time and in real-time in a secure internet cloud database for integration with existing systems for billing, customer management or online marketing.

Once you decided for Wine by the Card the main choices to make are a bigger central touch display versus LCD displays per bottle position (or both) and local offline storage of transaction data versus online storage in the cloud. In both cases the information will help you to operate your wine dispensers and will provide you with great insights into the behaviour and preferences of your guests.



## GUIDELINES FOR INSTALLATION AND VENTILATION

### By the Glass® Modular

Our By the Glass® Modular dispensers breathe through the front only allowing you to integrate them seamlessly into a shelf or furniture. The outlets for power and inert gas are at the back. Please allow for a minimum of 20mm of space behind for their connection.

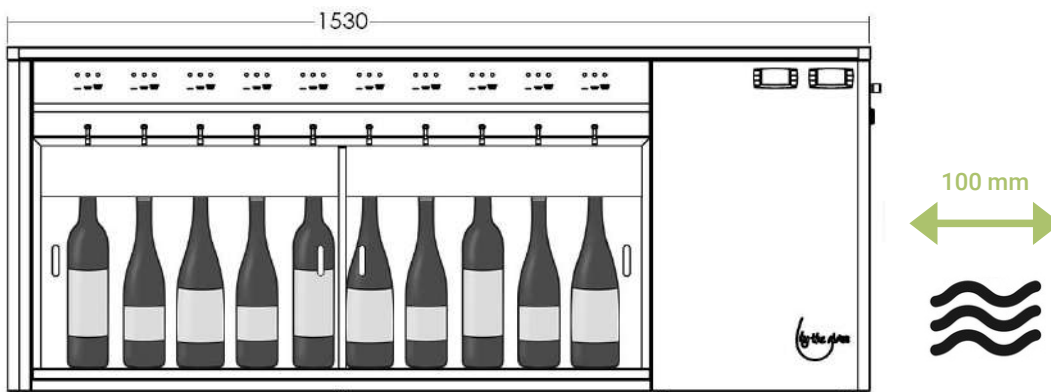
### By the Glass® Standard

For optimal efficiency and flawless operation foresee a minimum 10cm of well-ventilated space on the side or behind the cooling engine compartment. The cooling engine compartment can be mounted either on the left or on the right side of the dispenser. Split engine dispensers don't require free space.

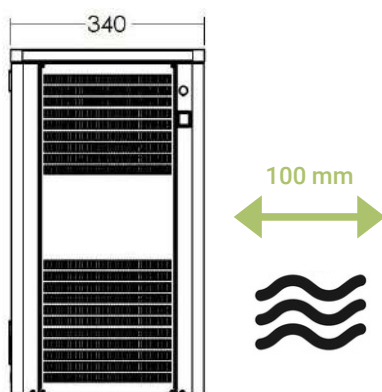
The dimmer for the LED lights and the main switch can be located either on the side or on the back of the engine compartment. Please plan for a minimum of 25mm space for the dimmer and main switch.

The in/outlets for power, inert gas and condense water can be located at the back, on the side or through the bottom plate of the engine compartment.

#### Ventilated Space from the Side



#### OR Ventilated Space from Behind



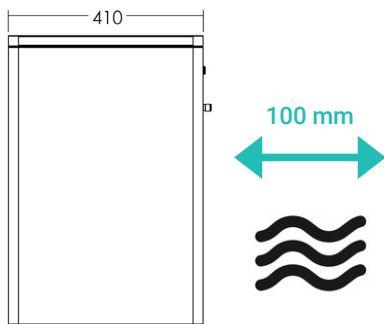
## By the Glass® Stage

For optimal efficiency and flawless operation foresee a minimum 10cm of well-ventilated space behind the dispenser.

The dimmer for the LED lights and the main switch will be located on the back of the engine compartment. Please plan for a minimum of 25mm space for the dimmer and main switch.

The in/outlets for power, inert gas and condense water can be guided through the back or through the bottom plate of the dispenser.

### Ventilated Space from Behind



## By the Glass® Double Sided

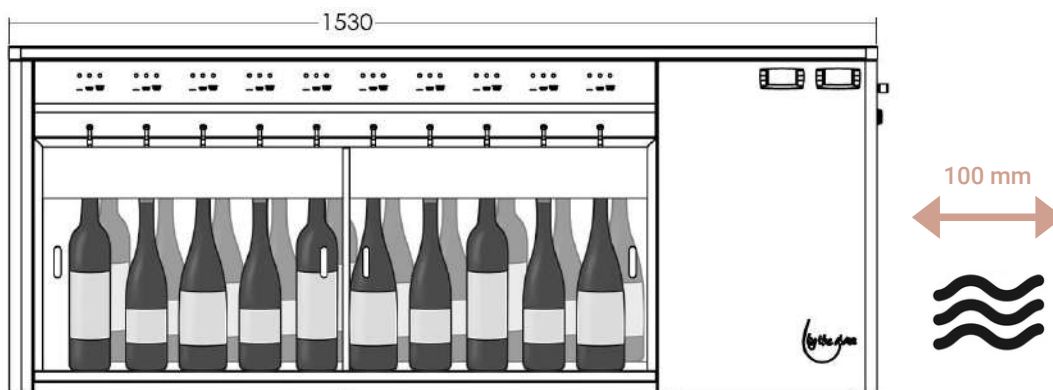
For optimal efficiency and flawless operation foresee a minimum 10cm of well-ventilated space to the side of cooling engine compartment. Split engine dispensers don't require free space.

The dimmer for the LED lights and the main switch are located at the side of the engine compartment. Please plan for a minimum of 25mm space for the dimmer and main switch.

The in/outlets for power, inert gas and condense water can be guided through the side or through the bottom plate of the engine compartment.

Important notice: the position of the dimmer, main switch, the in/outlets for power, inert gas and condense water and optional copper pipes (in case of split engine) has to be determined before ordering the wine dispenser so it can be taken into account when producing the wine dispenser.

### Ventilated Space from the Side





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**The World's Best Wine Entertainment**