



 **iSommelier**

Designed and created by  **iFAVINE**



 **iSommelier**

INNOVATION
FOR THE WORLD
OF WINE



WHO'S NEVER BEEN IN THIS SITUATION?

You are enjoying dinner at a restaurant with some friends and are responsible for choosing the wine. While browsing the wine list, you notice that most of them would need time to **reveal their full potential** because of their **young age**, the type of grape or the region of production.

Once the wine is ordered and served, the first glass might confirm your apprehension: **the wine reveals strong tannins, astringency and few aromas**. Unfortunately, it's only when the waiter clears your plate that the wine starts to show its more seductive flavours. **You may have missed out on a great experience.**



ISOMMELIER: THE DECANTER THAT REVOLUTIONIZES WINE TASTING

iSommelier is a **technological solution to an oenological necessity**: adding oxygen to a wine to **enhance its aromas and smooth its tannins and structure**.

More than 4 years of research and development have gone into creating the iSommelier: a smart and innovative carafe that **releases the potential of your wine**

within a very short amount of time thanks to its advanced oxygen extraction technology.

This **revolutionary tool** is mostly dedicated to restaurants and wine professionals who need to keep up with **time and quality constraints**. Although it will also seduce all wine enthusiasts looking for **new tasting experiences**.





WHICH WINES NEED DECANTING ?

*By Eric Zwiebel, Master Sommelier, Sumerlodge Hotel, UK
iFAVINE Ambassador*

'Decanting wine is a traditional art which allows the wine to be **oxygenated** before serving in order to **reveal its aromas and soften its tannins**. Effects are particularly indicative on wines with high acidity levels.

Many young wines will benefit from being decanted into a carafe. The fruit comes through as the wine '**opens up**' to **express its full potential** and aromatic richness on the nose as well as on the mouth.

Aeration will also bring **roundness** and **smoothness** to powerful wines, giving a lovely texture with **silky tannins** and a velvety feel.

Finally, a wine with 'sulphur flavours', also called '**reduction**' (aromas of rotten eggs and cabbage) will benefit from being poured into a carafe as **aeration** helps to **remove undesirable odours**.'

HOW DOES THE ISOMMELIER AFFECT WINE?

- Controlled, homogeneous and complete aeration with natural and purified air
- Softer tannins, elegant structure

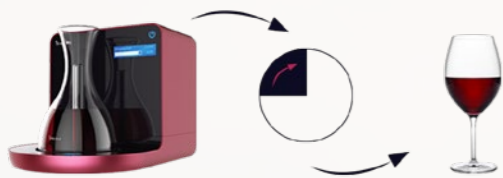


- Enhanced and preserved aromas thanks to a short aeration time
- Better preservation of the wine's balance

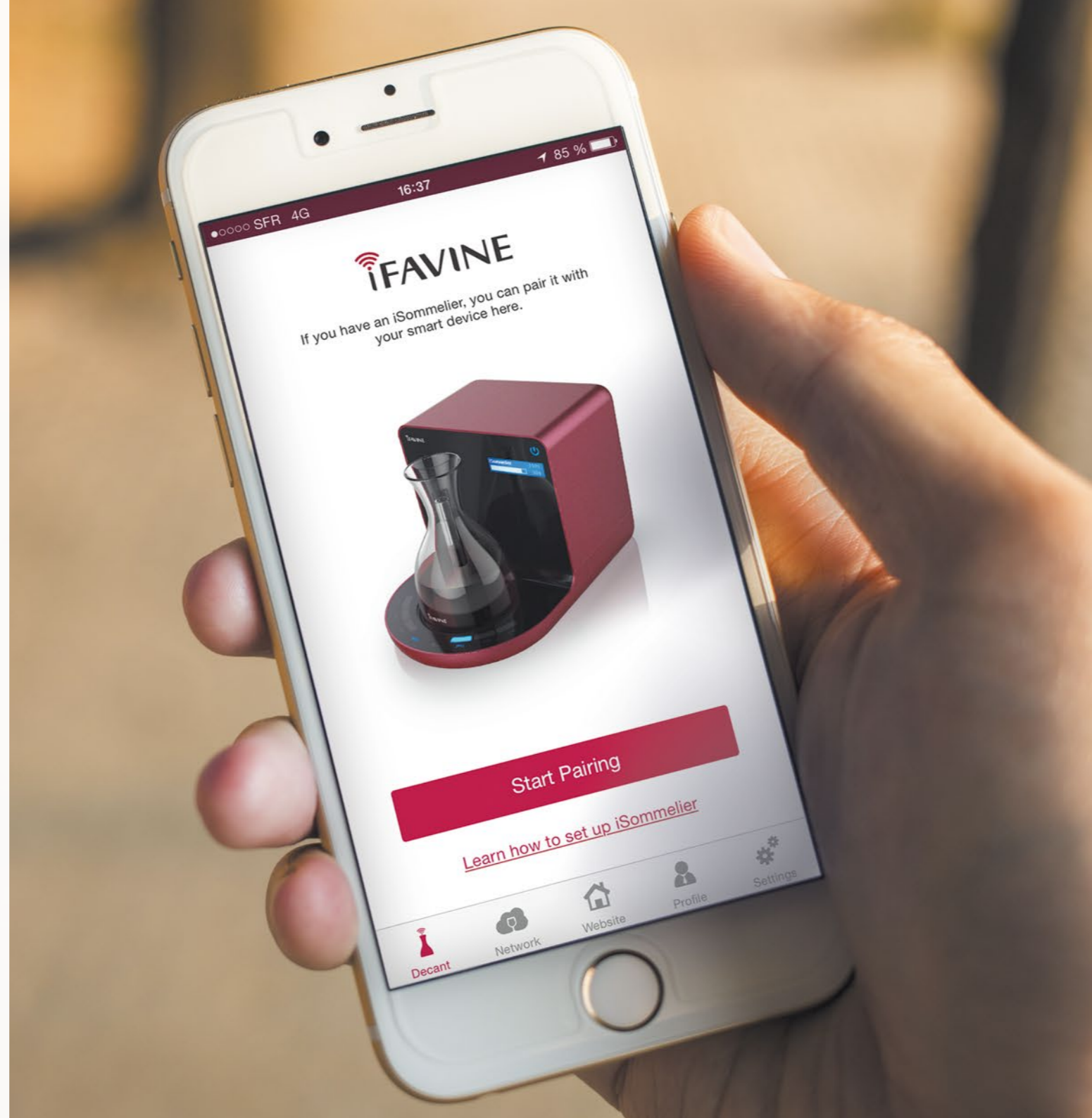
ISOMMELIER: A MODERN DEVICE

1 MINUTE INSTEAD OF 1 HOUR

While traditional decanting can take **hours**, the iSommelier performs the same operation in **just a few minutes**: one hour of oxygenation in a carafe is equivalent to 1 minute of aeration through the iSommelier with its well-tested and pre-established programmes (30 minutes, 1 hour, 2 hours...) as well as its customizable programmes that can be configured via the **iFAVINE App** (available for free download on Android and iOS).



SCAN IT TO GET IT
ON YOUR PHONE !



SMART DECANTER

In order to **optimize the tasting experience**, Sommeliers and Winemakers provide recommended decanting times directly on the **iFAVINE Network**. Thanks to their smartphone, general users can set the iSommelier and start decanting by clicking on the related wine information sheet.



iSommelier is one of the first **connected devices** designed for the wine industry. iFAVINE's ambition is to compile a **large and international database** and to provide an online resource for wine aeration.

The ultimate goal of the iFAVINE Network is to become a **social network** for wine professionals dedicated to making wine business easier around the world.

ISOMMELIER: REVOLUTIONIZING THE TRADITIONAL DECANTING PROCESS

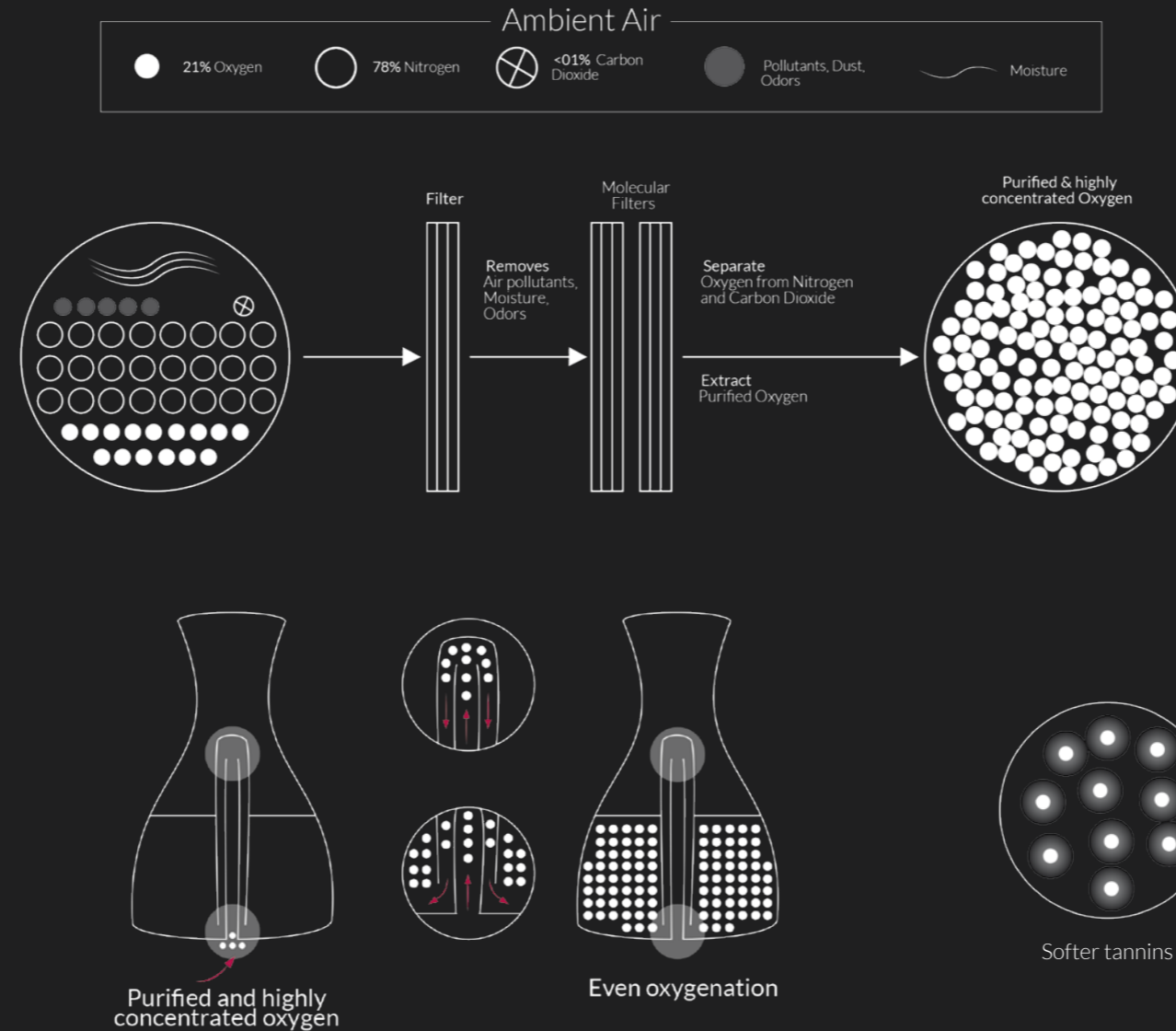
PURIFIED OXYGEN VIA THREE LAYERS OF FILTERS

Four elements can spoil a wine's taste: **service temperature, humidity, air quality and pressure.**

iSommelier, thanks to its unique technology and non-chemical intervention, has a positive influence on the last 3 factors. Each filter is complementary and has a specific purpose:

- Remove dust and odours from the air
- Eliminate moisture
- Separate Nitrogen and Carbon Dioxide to concentrate the oxygen level

Thanks to this process, the wine will be oxygenated exclusively with purified and **highly concentrated oxygen**, without any intervention that could pollute or alter the wine. A method that will **improve** the tasting experience of wine lovers around the world.



A UNIQUE AND PATENTED CARAFE

Purified and concentrated oxygen flows into the specially designed tube inside the carafe, and moves from top to bottom before spreading evenly through the wine.

Although this process is **quick**, it is very gentle and acts on the whole surface of the wine, **unlike the traditional method** of decanting where ambient air is **only in contact** with the top surface area of the wine.

As a result, the oxygenation is perfect, the aromas' perception is more intense, tannins are softer and the mouthfeel is silkier.

WHAT THEY THINK OF ISOMMELIER



ALAIN RAYNAUD

Oenologist Consultant

'This ingenious invention quickly provides the same result as several hours of decanting. It lets you choose the intensity of the aeration depending on the style of the wine and its age. This device will rapidly become a must-have tool for every wine lover, as well as in restaurants, which are too often hurried through the presentation of our wines. Try it once and you'll have to have it.'

EDWIN RABEN

President of NGS (Netherlands Guild of Sommeliers)

'Aerating red, but also white wines, stimulates the emergence of volatile aromas and softens harsh tannins. The iSommelier enables me to achieve this effect in only a few minutes. About 2 years ago I had the opportunity to test the iSommelier whilst in its engineering stage. Since then iSommelier has developed a remarkably simple operating system in combination with the iFAVINE application and access to the iFAVINE Network.'



ERIC ZWIEBEL

Master Sommelier, Summerlodge Hotel, UK

'The effect of this decanter is noticeable on every kind of wine: young vintages, wines with tight tannins and wines ordered at short-notice as we only need to aerate them for a few minutes. Here's a revolutionary tool for all wine professionals, but also for wine lovers!'

OUR PARTNERS



FAMILLE PERRIN



UNION DES
SOMMELLERIE
FRANÇAISE

Platter's

bettane+desseauve

LEARN MORE

ABOUT iFAVINE

iFAVINE was created in 2013 by Mr Eric Li, inventor of the iSommelier. The company operates in France, the US, China and Australia.

iSOMMELIER, WHO IS IT FOR ?

The iSommelier is mostly dedicated to **restaurants** and **wine professionals** who need to keep up with time and quality constraints, which makes it an essential device.

It is also intended for **wine enthusiasts** who are looking for new tasting experiences.

Recommended Retail Price : **£ 1299**



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THE BIRTH OF THE iSOMMELIER: THE STORY OF A CHALLENGE

The iSommelier was born from a challenge. When he was invited to dinner at a prestigious restaurant, Eric Li was surprised when he heard his friend and host call the restaurant 4 hours in advance and ask that his favourite wine be decanted.

Despite his friend's perplexion, Eric Li promised that he would create a new generation of decanter which would be both swift and intuitive, and would make a direct connection with the wine world.

He decided to work with a very innovative and complementary team, composed of engineers and wine experts. After four years of intensive research and tests, iSommelier was created.

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