

 AVEiNE
THE NEW WINE EXPERIENCE

PRESS KIT
2021





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**.

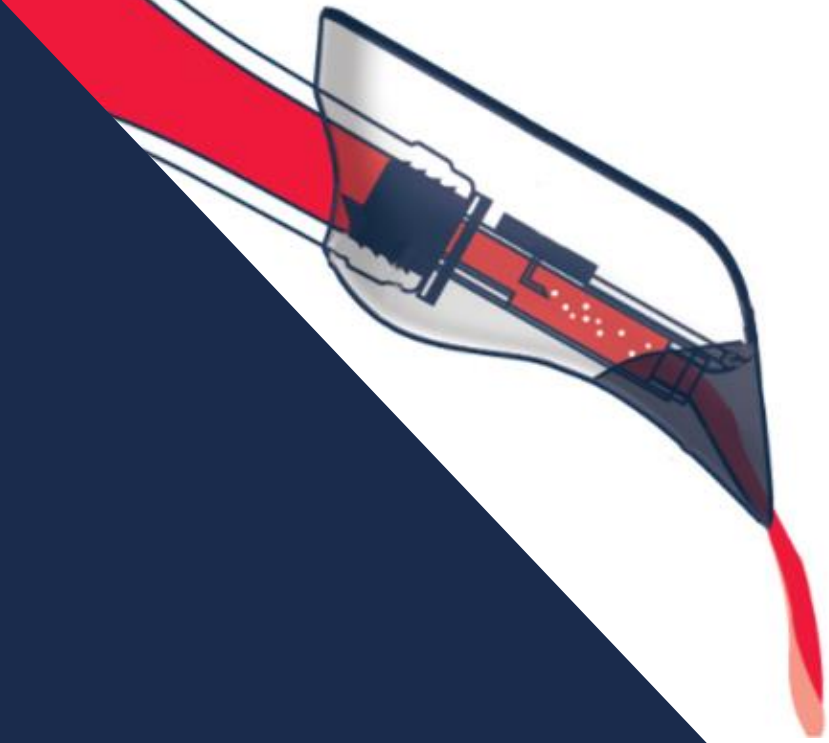
Tapping into France's heritage as a great wine-producing country, and today's advanced technology, Aveine creates connected objects and services that allow people to embrace **authentic French art de vivre**, which is all about exploring and sharing new experiences.

With the idea that **wine sublimates through aeration**, they imagine a solution that would enable to exhale the wine's flavors, release its character and reveal its aromas in an **instant**.



AVEINE'S AMBITION

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



THE AERATION, BY AVEINE

- **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.
- The process does not alter the wine's intrinsic qualities (no chemicals are involved).
- **Touchscreen** display for manual adjustment
- The wine aerator can be used with **all types of wine bottles.**

ONE EXPERTISE, TWO DEVICES

In 2018, AVEINE presented its first Aerator with the ambition to revolutionize wine tasting. Mainly addressed to wine professionals and restaurant owners, the company democratizes this moment of pleasure and discovery with its new product: **AVEINE ES**, launched at the end of 2020. A sleek and economical version, following in the footsteps of its older brother, dedicated to **wine lovers** and neophytes.

Transportable and compact with its brushed aluminum shell, the wine aerator is easily recharged on its USB dock. A device you can take wherever you go to **enjoy the best of wines at all times.**

Aeration from 1h to 24h,
instantly

Neck position sensor to
ensure stability

60-day free trial

5-year warranty

Free delivery and return

399€

 AVEINE



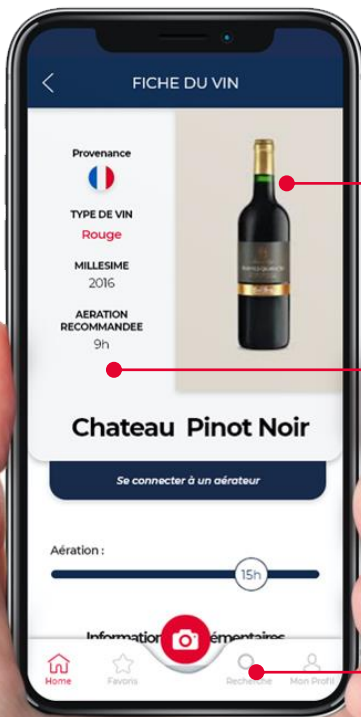
Aeration from 1h to 12h,
instantly

30-day free trial

2-year warranty

249€

 AVEINE ES



Recognition of
the wine

Determination of
the appropriate
aeration level

More
information
about the wine

THE APPLICATION

- The app 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.
- The application **pairs** with the aerator to calibrate it and adapt the aeration to the selected wine.
- The application is **free**, interactive and informative.
- The application lists on a **map** the **Aveine Ambassadors** who offer a wine service with the Aveine connected aerator.





01

PLACE the aerator on the open bottle

02

SCAN the label and the application will determine the ideal tasting conditions



03

All that's left to do is **SERVE!**



PLACE, SCAN, SERVE.

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.

THEY TRIED IT.



THEY LIKED IT.



"The goal of a sommelier is to serve the wine in the right conditions Thanks to Aveine we can satisfy the customers' expectations."

Pierre Gros - Head Sommelier,
Château Pape Clément



"The Aveine connected wine aerator facilitates the service in addition to offering an optimal tasting to our customers. "

Elisa Combrouze, Head
Sommelier, Restaurant Benoit



"The Aveine connected Wine Aerator defies time thanks to technology and sublimates the wine in an instant."

Xavier Thuizat, Head
Sommelier, Hôtel de Crillon



CHATEAU DE PARNAY



THEY'RE TALKING ABOUT US



Aveine's Smart Wine Aerator is a huge upgrade for wine lovers — and could create some new ones, too



Imbibe some innovation with the best drinking gadgets out there



L'OBSS



Le Monde.fr

Les Echos



AROUND THE WORLD



OUR AWARDS GALLERY

Rewarded with a CES Innovation Award, an A' Design Award and many others, the Aveine wine aerator proves that design can serve technology, and vice versa.



OUR SUPPORTERS



STATION F

the Moët Hennessy Lab



bpi france

PARIS&CO

La FRENCH TECH





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.



Mathieu 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. Co-founder, Matthieu is the brains behind the innovative design of the Aveine Smart Wine Aerator.



THE NEW WINE EXPERIENCE

To experience the Aveine
Aerator, contact us...

Contact:

Aveine - PR

Orna BEMBARON

+33 (0) 7 66 37 19 60

press@aveine.paris

www.aveine.paris

