



**Purpose**

In the USA, only 1% of the Population collects wine, but 40% of the population drinks wine. Do you want to cater to the 1% with wine storage units, or to the 40% that drinks on a regular base

**Why preserving**

- The moment the cork is pulled, SO2 dissolves into the atmosphere and the oxidation process starts
- Oxidation begins to negatively affect the wine within a few hours, especially on fragile wines
- It happens from the inside out and once oxygen dissolves into the wine, it continues to oxidize, even if argon is added

**We ALL can finish a bottle, but...**

- #1 reason people now drink is a glass, without food, to relax
- 30% of American adults live alone and 30% live in "mixed households" where one person likes red and the other white

**90-Day Preservation**



A motorized needle pierces the foil and closure, preserving your wine with argon gas for up to 90 days. perfect for people that don't drink everyday

**Individually Chilled**

Two silent cooling chambers are automatically set to the perfect serving temperature for each varietal, so you can have chardonnay at 48 and cabernet at 66 degrees.



**Any Bottle, Any Closure**



Plum works with any standard 750ml bottle of wine with any closure, including natural cork, engineered cork, artificial cork and even metal screw caps.

**Fully Automated**

Plum automatically identifies the vintage, varietal, region, winery and wine, connecting to rich content that lets you step into the tasting room without leaving your home.



**Sometimes, you just want a glass**

Enjoy a glass without pouring wine down the drain. Put any two bottles on tap and serve as much or as little as you want.

**Be a better host**

Let guests serve themselves at a touch at perfect temperature. Combine multiple Plums to create a wine menu for guests to explore.

**You deserve the "special" bottle**

We all have those bottles waiting for the special occasion that never comes. You can savor that treasured Bordeaux over a few weeks.

**Temperature matters**

Wine tastes best at the right temperature. Plum maximizes the flavor of your wine by serving every glass at its varietal ideal temperature.

7" touchscreen with proximity sensor lights up as you approach & pours at a touch

Dual spouts & winery-grade stainless steel tubing deliver each wine (Only 8 seconds per pour)

Integrated flow meters pour precisely and track when wine needs replacing

Ambient Light illuminates the cooling chamber that requires a bottle or attention



**Dimensions:** (17" x 16" x 20.5")

HD cameras automatically identify bottles

Refillable argon canister preserves 150+ bottles

Thermoelectric cooling silently chills each wine to perfect temp

Motorized needles work with any closure, perfectly preserving wine

Single piece of molded #4 brushed 304 stainless shell matches luxury kitchen appliances