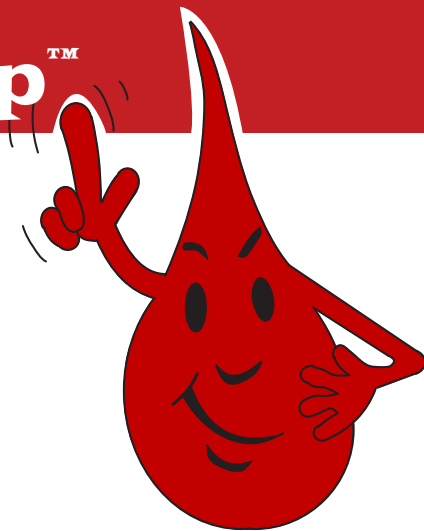


INTRODUCING

Nada Drop™

Here are some **Nada Drop™** tips from **Vinny Vino** and why this unique device is so widely used as a low-cost marketing tool by wineries and suppliers to bar and restaurant distributors.



Aeration and Enhancement: Aeration of wine, whether low or high end, is known to enhance the wines flavors and aromas. This is a widely accepted practice among wine enthusiasts.

Enhancing the Color of the wine: The same can be said about the gold coloration. Certain colors, and in our research - GOLD - can also enhance the color of wine - RED or WHITE - which contributes to the overall sensory experience.



Purpose of NADA Drop: The primary purpose of the NADA Drop, as suggested by its name, is to prevent spills when pouring wine. This is crucial because spills can detract from the PRESENTATION of the wine and the dining experience. Forget not . . . spills contribute greatly to the linen expense of the establishment as well.

Importance of Presentation: PRESENTATION is key in restaurants and food service venues. It influences the overall dining experience and customer satisfaction.

Role of the Server: A server who can effectively use the NADA Drop to pour wine without spilling enhances the PRESENTATION of the wine and demonstrates skill in serving.

We have found that by the patron just observing the use of the NADA Drop in the wine bottle, the unique device instantly becomes a conversation piece.

Thus, we have suggested that wait-staff give the NADA Drop to the patron after its use as an 'added value', significantly contributing to the overall customer satisfaction and perception of the venue.

Advertising and Functional Appeal: We have modified our equipment to provide multi-color advertising on the disc. This modification allows for vibrant and eye-catching visuals that can effectively promote the advertiser's brand not only to the establishment but by giving these discs to patrons, the advertising reaches beyond the establishment, ensuring widespread exposure of the brand at an incredibly low marketing cost.

Another effective use: Additionally, our discs often admired for their attractive gold coloration, have also been used as ... coasters! This creative and innovative approach extends the advertising message, while ensuring the advertiser's brand or special message remains in front of users for extended periods.

This approach not only reinforces brand awareness but also adds a practical dimension to this unique promotional item serving a dual purpose in their marketing campaign.

Imagine what this low-cost advertising on this distinctive wine disc can add to any marketing effort.

The Original Nada Drop™

A Win-Win on all levels of customer care.
(Patent Pending)

Nada Drop™

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