

Incentient, LLC introduces SmartCellarsm

Experience a reinvented dining experience



Incentient
smartcellarsm

From seasoned connoisseurs to less-in-the-know patrons in search of a fine wine to pair with their dish, making a selection from the lengthy, leather-bound traditional wine list may often prove to be a daunting task for restaurant patrons. Enter SmartCellarsm. The brainchild of transaction services company, Incentient, LLC, SmartCellarsm has developed a unique approach to displaying a wine list, which has attracted the likes of such Celebrity Chefs and Restaurateurs as Todd English (Olives in New York City), Wolfgang Puck (Cut in Las Vegas, NV), Gordon Ramsey (Claridge's in London), just to name a few. Tony May's SD26 in New York City was the first to employ the exciting software; most recently, SmartCellarsm began working with 360 Restaurant at The CN Tower in Toronto, Ontario.

Rather than the traditional printed list, SmartCellarsm is a fully customizable software for the Apple iPad® that displays the complete wine and cocktail menus, featuring up-to-date detailed descriptions, backgrounds and ratings of the labels offered by the restaurant. Patrons can browse, via the device's easy-to-understand touch-pad links, for wines by name, region, varietal and price; guests

can even view an up-close image of the wine bottle's label. In tandem with the restaurant's desires, guests may also have the option to order food via SmartCellarsm, view upcoming promotions at the eatery, and/or consider suggested wine pairings according to the dishes ordered.

The sommelier can use SmartCellarsm as a tool to educate guest, or guests can order directly from the lightweight handheld device. The software is configured to each individual restaurant; accordingly its design is an extension of the client's brand, featuring complementary colors, imagery and logos. As SmartCellarsm functions completely independently of any pre-existing software, integration is seamless. In addition to being a chic, tech savvy addition to the restaurant experience, SmartCellarsm provides valuable data to its clientele— reporting functions give detailed feedback to management to monitor what is selling and what wine guests are ordering most. In addition, an efficient and robust CMS interface allows clients to eliminate printing and production costs for menus and special sheets. Once installed by Incentient, LLC, the restaurant's management team is able to personally alter the offerings of the restaurant via an easy-to-navigate private log-in site, as needed.

Wine enthusiasts, raise your glass to a new kind of dining experience...cheers!

About Incentient, LLC: Incentient, LLC provides services for hospitality venues including restaurants, sport and entertainment arenas and wine cellars. By creating and

maintaining creative hardware and software solutions, Incentient exclusively unites clients to their customers by adding value to the supply chain experience. In addition to SmartCellarsm, Incentient has developed the SmartTouchsm system - a glass touch-screen panel, utilizing proprietary software that encourages guests to control their hospitality experience from within the security of their rooms (this includes, though is not limited to: Room Service, Valet, Concierge, House-keeping, Bellman, Restaurants, and Spa). This patent-pending operating environment is currently being marketed throughout the United States. Incentient exclusively unites the clients to their customers by adding value to the supply chain experience. This program is currently being marketed throughout the United States, Canada, United Kingdom and Hong Kong.

About the Founders: Before starting Incentient, LLC, Patrick J. Martucci founded United Asset Coverage, Inc (UAC) and served as its Chairman and CEO from January 1997 to February 2007. With his leadership the company ranked #24 on the INC 500 list of fastest growing companies in the US. Jennifer Martucci heads Incentient's product direction from application design through final production of Beta software and hardware platforms. Jennifer Martucci served as founder and Chief Executive Officer of GPSTracks, LLC from 2001 to 2006 and also served as a strategic consultant to Pfizer Corporation from 2006 to 2008.

For more information, please visit www.incentient.com.