

TOWN HOUSE PROUDLY PRESENTS THE REVOLUTIONARY iSOMMELIER BY iFAVINE
Innovative Technology Reinvents the Decanting Experience In Just A Few Minutes



Town House is a leading distributor of numerous quality home accessory brands aimed at refining customers' quality of life with functional aesthetic homewares. In line with this core commitment, Town House proudly presents iFavine; described by Michel Bettane, famous French wine critic as: "Definitely one of the greatest technologies for wine over the past 25 years". iFavine's iSommelier, smart decanter is the first aerating machine that uses oxygenation technology to shorten decanting time from hours to minutes to reveal the full potential of every wine.

The iFavine iSommelier and iSommelier Pro

Available at Town House Landmark Prince's, Town House K11 Tsim Sha Tsui and Town House SOGO Causeway Bay, the iFavine electronical decanting machine is available in two versions, iSommelier and iSommelier Pro. Both prepare wine to be perfectly ready for consumption and enhance the taste and aroma of every wine within minutes. One hour of decanting in a traditional carafe is equivalent to 2 minutes of aeration through the iSommelier. The ground-breaking technology lies within its advanced oxygen extraction technology which purifies the ambient air to 90% pure oxygen – all the "natural" and "unnatural" external chemicals within the air are removed. The iSommelier smart decanter also helps reduce sulfur dioxide in the wine more efficiently – great for those that may get headaches from sulfites in wine. iSommelier is not just for wine, it also softens the flavor of spirits and smoothenes whisky to allow for a more matured taste.

The iFavine Mobile App Network

Moreover, with the iSommelier Pro, users can utilize their smartphones to customize decanting programmes configured to their specific wine of choice and palate via the iFavine App – which also provides access to the powerful iFavine Network. This social network consists of a huge amount of wine and winery information, experts decanting time recommendations, and serves as a communication platform for the wine industry professionals around the world to connect and share with wine lovers. The iFavine mobile application makes communication and sharing of wine information between wine professionals and enthusiasts easy, accessible and gives rise to the best wine experience for everyone.

How does iFavine work?

There are four elements that can spoil a wine's taste: temperature, humidity, air quality and pressure. iFavine has an outstanding oxygen extraction system where the first filter removes dust and contaminants, the second filter removes moisture and odors, the third filter removes nitrogen and carbon dioxide and lastly, decanting with purified and highly concentrated oxygen, allowing the aeration process of wine to be sped up.

Mr Suresh Kanji, General Manager of Town House expressed, "The unique concept of iFavine aligns with Town House in that we aim to provide the best experience and enjoyment of enjoying wine. -This will be the must have gifting option for Christmas."

Indulge in aesthetics, knowledge & the good life this Christmas

To coincide with the 260th Anniversary of Riedel, of which Town House is Hong Kong's leading wholesale and retail purveyor for; we also take this opportunity to announce that the newly renovated Riedel Room at JW Marriott has re-opened. Bringing to life a world of discovery, passion and enjoyment to wine enthusiasts, the Riedel Room offers a curated selection of wines and spirits paired with the best crystal glasses from the renowned Austrian family owned brand, ensuring visitors have a top-notch experience of some of the selected back vintages of premium wines.

Ushering in the Christmas gifting season, and in celebration of Riedel's 260th Anniversary, Town House is offering shoppers a special value set of 6 Vinum Cabernet or Riesling Glasses which is closes to 40% off from the original price. Customer purchases at Town House Landmark or K11 stores can even earn miles with every HK\$4 spent in a single net purchase that is over HK\$500 (HK\$4 spent equals to 1 mile).

*Terms and conditions apply, please visit Riedel Hong Kong's Facebook page for more details.