

MEDIA KIT

*TopCellar*TM
Raise the Bar.

The Leader In Point-of-Table Experience.



Press Contact: Jamie Prince | FLOURISH Integrated Communications
864.248.0255 | jamie@startflourishing.com



For restaurants focused on boosting wine sales and overall profits, TopCellar™ is a leading point-of-table solution—including custom-designed iPad-based wine listings and total menu-evolution options—that delivers a more dynamic and satisfying point-of-sale experience for diners, that ultimately translates into increased sales and revenue.

Delivering R.O.I....Table-Side!

TopCellar™ is the innovative technology leader in the design, development and implementation of point-of-table solutions for the restaurant and hospitality industry. TopCellar™ is committed to providing restaurant owners and managers with a dynamic, engaging, interactive offering that immerses guests in a heightened dining experience that leads to lifelong customers and an increased bottom line. TopCellar™ is a proven solution—and has provided proof-of-concept testing for our technology—with revenue increases from wine sales alone up over 15% per location. Of all the competitive products on the market, TopCellar™ is head-and-shoulders above the rest in terms of its sophistication and sheer number of features and benefits—plus the price point is highly competitive.

TopCellar™
Raise the Bar.

Our Story

The TopCellar™ app was hardly inevitable. It was not developed by chance or whim or accident. It was, quite literally, purposefully and painstakingly designed. It was conceived out of a real industry need void of effective solutions—in the purest sense—not by some aloof programmer...or an opportunistic third-party systems company. Rather, it was conceived and custom-made by a “restaurant guy”: a savvy, experienced, successful, dyed-in-the-wool restaurant owner out of Greenville, South Carolina, named Rick Erwin. The TopCellar™ app (as it’s come to be known) was made specifically for restaurants and “restaurant people”...people just like Rick, who share the same needs, concerns, and goals for their establishments.

Rick’s initial idea for a custom wine app for restaurants was born at the 2011 National Restaurant Association trade show in Chicago. Rick and key members of the Rick Erwin Dining Group were there in hopes of seeing and discovering the latest, greatest hospitality industry products and practices. His main takeaway, ironically, was what the industry did NOT have: a custom-designed, point-of-table wine app made specifically for restaurants to engage customers, boost wine sales, and increase revenue. What he found instead were ho-hum, cookie-cutter, off-the-shelf, UN-customized, over-priced wine apps and point-of-table products that really didn’t cater to or benefit the day-in, day-out business of running a successful restaurant.

That was his Ah ha! moment.

Back in Greenville after the show, Rick challenged his team—and himself—to come up with a better wine app: one that was customized specifically for restaurants, and was designed to enhance not only the customer experience, but also the “back end” of the business.

Fast-forward twelve months. After a year of intensive research, conceptual design, product development and real-world testing—the TopCellar™ app was born.

After a year of practical testing in Rick Erwin’s two award-winning restaurants—West End Grille and Nantucket Seafood—wine sales are up 15%. The only thing he did different than previous years: introduce the TopCellar™ wine app. Bottom line: it not only works, it exceeded expectations to increase revenue in just one year.

.....

The first and only
customized point-of-table wine app
designed specifically for restaurants,
by a restaurateur.

.....



“ I knew we were on to something with this TopCellar™ app. I thought it would be a cool new feature—something dynamic customers would really enjoy. But, I had no idea how much it would bolster our wine sales, which are up 15% since its implementation. ”

Michael Ivey, CFO | Rick Erwin Dining Group



TopCellar™
Raise the Bar.



TopCellar™ & Pro Features/Benefits

TopCellar™ Pro

Custom Branding	Customize TopCellar™ app with your logo, brand image	•
Full Appetizer Menu		•
Full Entrée Menu		•
Full Dessert Menu		•
Full After Dinner Drink Menu		•
Guestbook	Allows guests to enter contact information for customer database	•
Data Tracking/Reporting	Allows you to report and track data quickly and easily	•
Interactive Media		•
Edit Content	Easy and convenient to add/edit/sort content	•
Pairing Recommendations	Quick, easy way to pair wine with specific food choices	•
Tasting Notes	Convenient, easy access to relevant commentary and notes	•
Top Sellers List	Customize top-selling wines quickly and easily	•
Featured Wine List	Update featured wines daily, in realtime, quickly and easily	•
Wines By The Glass	Select, feature and update pricing of wines by the glass	•
Sort By Category	Arrange wines quickly and easily by specific categories	•
Vintage Information	Display the year the grapes were harvested	•
Varietal Information	Display the primary grape variety and blends	•
Facebook Connect Integration		•
Post To Facebook/Camera app	Take pics of your party with iPad camera and post directly to Facebook	•
Offline Function	Functionality still operates effectively offline	•
Offline Data Caching	Data still can be updated and captured offline	•
Auto Update Wine List		•
BIN #'s	Easy search and find feature by BIN #'s	•
iPad Deployment	Customized and designed for specifically for iPad	•
Magnum Size Bottles		•
Multi-Touch Gesturing	Multi-touch feature allows you to navigate by preference	•
Zoom On Pictures	Zoom feature allows you to view close-ups and details	•
Wine Database	Inventory your wine database conveniently and accurately	•
Support	Quick, responsive customer support when you need it	•
Wine Considerations		•
Winery Pages/History		•
Device Security Tracking	Locate your iPad device if it has been misplaced or stolen	•
Interactive Regions Map	Display interactive map of region wine hails from	•
External Web Links	Link conveniently to applicable, relevant sites (Robert Parker, Independent vineyards, etc)	•

“ At West End Grille and Nantucket Seafood we strive to give our customers the finest dining experience anywhere. Our new iPad-based TopCellar™ app is testament to that. It takes ordering wine to a whole new level for our guests—and it's significantly boosted wine sales as well. ”

Rick Erwin, Owner | Rick Erwin Dining Group



TopCellar™
Raise the Bar.



TopCellar™ Q&A

1) What is TopCellar™ app?

TopCellar™ is a point-of-table iPad-based app solution designed to engage diners with a dynamic, interactive menu solution that creates customer loyalty and fosters increased sales and revenue. Proof of concept testing for our technology shows revenue increases from wine sales up more than 15% per location.

2) How much does the app cost?

1-time, \$599.00 per restaurant. Period. No setup fees, no hidden charges.

3) How many iPads can I install the app on?

Unlimited. There is no limit to the amount of iPads you can install the app on in a single restaurant location. As long as each iPad is logged in under ONE Apple ID, you can install the app on as many as you like for the same price.

4) What documentation and/or training is provided with the app?

TopCellar™ comes with extensive, easy to understand documentation that explains every aspect of the app including account administration, uploading/changing content within the app, and training material for your staff. All documentation is available on the admin portal in the app after purchase, on the website, and as PDF download for current TopCellar™ customers.

5) Can I use the app in multiple locations?

Yes. However, there is a fee for using the app across multiple locations. Each location would have its own separate database and administration portal. This requires a separate license for each location.

6) Can I update the content and menus displayed in the app?

Yes. We have made it extremely easy for users to maintain and update the content within the app. Administrative access to your app's content is available both in-app and online in a web browser via ONE master password that you set when becoming a TopCellar™ customer.

7) Is the app expandable?

Yes. We have purposefully designed the TopCellar™ app to accommodate other menu items—appetizers, desserts, entrees, specials, etc. It is very much a user-friendly app and can be customized to your specific menu needs.





TopCellar™ Q&A

8) Do you provide support for the app?

Yes. TopCellar™ representatives are available online through a ticketing support system. The ticketing system tracks every support aspect with fast response and proper documentation to address any issue quickly and effectively.

9) Why is this important? Why is this something I need in my restaurants?

Because the TopCellar™ wine app is designed to benefit restaurants at every level, from the top down. Owners/CFO's like it because it increases revenue; servers like it because they sell more wine and get bigger tips; GM's like it because, well...the servers like it, and it optimizes the logistical day-to-day operations (inventory, sorting, etc); and most of all, customers like it because it gives them a more dynamic and gratifying point-of-table experience.

10) How do I know it will work?

After a year of real-world practical testing in Rick Erwin's two award-winning restaurants—West End Grille and Nantucket Seafood—wine sales are up 15%. The only thing he did different than previous years: introduce the TopCellar™ Wine app. Bottom line: it not only works, it exceeded expectations to increase revenue in just one year.



TopCellar™ Fast Facts

Company Name: TopCellar™, LLC

Founded: 2012

Headquarters: Greenville, SC, and San Francisco, CA

Product Name: TopCellar™ Pro

Price: TopCellar™ Pro - \$599

Launch date: November 2012

To be available at: iTunes, www.topcellarapp.com

For more information: www.topcellarapp.com | 864.214.6509

Press Contact: Jamie Prince
jamie@startflourishing.com
864.248.0255





“ I love ordering wine with business clients using TopCellar. Most people are blown away by its interactive functionality. It takes service to a whole new level--it's just cool. ”

Ravi Sastry, VP of Sales and Marketing
Immedion





Team Bios



Bill West, Chairman:

After years of corporate level experience, Bill has brought a number of products to market successfully. He grasps the importance of integrating sales, marketing, and operations to build success. Bill is currently Managing Partner of The Atlantic Partners—a business improvement firm offering financial leadership and exit strategies. Over the past three decades, Bill has served as CEO on several highly successful companies, and has been on numerous Advisory Boards throughout his distinguished career.



Chad MacMillan, VP of Development:

As former CEO of his own design firm, Chad's combination of design skills, interactive knowledge and strategic focus are truly unique—he is the critical “bridge” between creative concept/design and successful product development and implementation. He has a passion for solving problems and delivering at the highest level of excellence as well as extensive product and app development. He consults regularly with business leaders on the strategic integration of creative and interactive aspects that drive ROI.



Geoff Wasserman, CEO:

Hailing from Canada, Geoff started ShowCase in 1999. A successful entrepreneur with a heart to help others succeed, Geoff has a knack for dialing in to the essence—and key selling points—of a brand and bringing it to market. His passion is advising and consulting with business owners to develop strategic marketing, operational and leadership solutions to grow their brand. Geoff leads several successful businesses and entrepreneurial ventures.



John Schulz, Director of Interactive:

As the founder of a successful interactive firm in his mid 20s, John has been business focused and solution-oriented from day one. He is a master developer, programmer and SEO Strategist—basically, he's the brand steward of all things interactive. He has 10+ years of programming experience, and leads a team of top tier developers that have successfully built and launched hundreds of websites and enterprise-class applications across all major platforms.



Team Bios



Tom Fanelli, Chief Marketing Officer:

Tom Fanelli combines a savvy, strategic business mind with an unparalleled understanding of interactive solutions and search engine marketing. He employs an analytical approach—maximizing every step of the conversion funnel through A/B and Multivariate testing—to base strategic marketing decisions on facts versus popular opinion and trends. He has numerous documented success stories over the years.



Jamie Prince, PR/Press Contact:

Jamie Prince founded FLOURISH after spending more than ten years in communications, serving in management positions at Martha Stewart Living Omnimedia and subsequently for The Cliffs Communities. She has a knack for targeted idea generation and “seeing what’s missing” in an organization’s current marketing and communications plan. Jamie leads by example and provides her clients with a warm honesty, keen sense of understanding, and passion for success.



Rick Erwin, Owner RE Dining Group

Born and raised in Greenville, SC, Rick always dreamed of opening his own restaurant, even as a kid. “I got my first job in this business when I was 14 years old and I haven’t looked back,” he says.

With a passion for exquisite food and exceptional service, Rick opened West End Grille and Nantucket Seafood—both highly successful, award-winning restaurants in downtown Greenville. Rick is driven to create memorable, one-of-a-kind dining experiences for every guest. Rick currently serves as Chariman of the Board of the South Carolina Hospitality Association (SCHA) and is also President of the Restaurant Division (SCHA).



Michael Ivey, CFO RE Dining Group

Michael serves on the Board of Directors of the South Carolina Hospitality Association of Greater Greenville, yet he began his career in the commercial banking industry right after college. His true passion, however, was fine dining and hospitality. After 17 years honing his business development and relationship skills with business owners and CEO’s across South Carolina, Michael had the opportunity to apply his impressive financial and management background to his true passion: fine dining. Michael’s focus is on carefully measured growth and expansion—to bring the one-of-a-kind Rick Erwin dining experience to new customers.