



**COLDWELL BANKER**

*A Look Into Luxury Home and Style*



— 12/29/20 —

# *Wine Storage Goes AI to Bring the Virtual Sommelier Home*

*Topic: Interior Design*



**SHAMIN ABAS**  
COMMUNICATIONS FOR ULTRA-LUXURY BRANDS

**W**ine consumption. Gourmet cooking. Home renovations. They have each seen a significant uptick during the pandemic. WineCab's Wine Wall lives at the confluence of these trends, with an innovative, customizable, AI-powered wine storage solution that caters to those who appreciate fine wine, fine design, and fine cuisine.

With a nod to both smart tech and high style, and a touch of advanced ending machine magic thrown in, Wine Wall offers something you won't see in even the most spectacular wine rooms: built-in technology that turns this wine storage system into a veritable virtual sommelier.



SHAMIN ABAS  
COMMUNICATIONS FOR ULTRA-LUXURY BRANDS

The integrated AI system of Wine Wall uses a six-axis, industrial, high-speed robotic arm to select and dispense wine bottles—the first “real robotic arm ever installed in a residential setting or restaurant,” according to the company.

The state-of-the-art wine management system can scan and recognize as many as 600,000 wine labels and offer food-pairing suggestions and personalized wine recommendations—the perfect way to combine your love of fine wine and fine food without employing the services of a live sommelier in your home.

“With WineCab, we are reinventing the way people store and serve wine,” Mark Chaney, founder of WineCab, tells Coldwell Banker Global Luxury. “Being a longtime enthusiast of wine, I wanted to create the perfect balance between innovation and design by introducing a product to enhance lives while narrowing the gap between consumers and advanced technologies. WineCab is about introducing robotics into the home in an organic way.”





Wine Wall also tracks each bottle's movement, from dispensing to storage, in real time, is temperature- and humidity-controlled, and uses a combination of facial recognition, environmental controls, and motion sensors to ensure the security of the contents.

It's available in 11- and 15-foot variations as well as the smaller, standalone, Curio Collection; a six-foot version of Wine Wall is also in the works. The 15-foot unit can hold 600 bottles, the 11-foot version 400 bottles.

Custom-crafted with exotic wood species, high-end metals, and specialized engravings, Wine Wall can also be integrated into existing spaces to create the appearance of built-in storage.



SHAMIN ABAS  
COMMUNICATIONS FOR ULTRA-LUXURY BRANDS