

WINE WEAVER

Unlock Your Wine's Potential

Press Release

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‘at last a design object for wine lovers that functions as beautifully as it looks’ Victoria O’Brien - design journalist

Having set out to create a good-looking contemporary wine object, that also brilliantly performed the task of wine aeration, WineWeaver founders Peter Benton and Patricia Robertson are launching their first range of translucent polymer adjustable aerators in a choice of jewel-like colours.

Wine aerators work by introducing air into the wine more rapidly than the normal process of decanting, and are also able to ‘revive’ wines poured from either vacuum-sealed or resealed bottles. They are especially useful in restaurants and wine bars which offer wine ‘by the glass’, but aerators are also increasingly used at home, when people want to enjoy a single glass of wine in optimum condition, or to speed up the process of decanting a fine wine.

Peter Benton is a City broker, whose family background is the hospitality trade and Patricia Robertson is a City financial regulatory consultant and part-time potter. On a recent trip to California, the couple noticed that wineries, restaurants and hotels were all serving wine with the help of aerators. “They came in all shapes and sizes, but all of them were clumsy and awkward to use - the designs were crude and basic,” explains Peter. “We knew straight away that we could develop an aerator that would outperform these ones, both functionally and aesthetically.”

“Wine aerators have the potential to make even the cheapest wine immediately taste better, which is great,” continues Patricia, “but we wanted to produce something that people would be equally happy to give as a gift, and put out on display in their own home. Our question was, why have something that’s just useful, when you can make it look good as well?”

Peter and Patricia approached Robin Loftus, a design engineer, to produce the first designs and tooling for WineWeaver: “I came by Robin via a friend who used him to design the retro-looking road tax disc holders you sometimes see on boy racer cars,” explains Peter. “He is brilliant, and managed to interpret all of our ideas perfectly, to create something I believe is truly iconic.”

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What the founders say

Patricia Robertson

“I love the fact that over the last few years contemporary designers, like Philippe Starck and Tom Dixon, have used colourful, semi-translucent materials, to produce everything from chandeliers to chairs,” says Patricia. “These materials may be inexpensive in themselves, but it’s the design that transforms these objects into something much more precious and luxurious.”

“Translucent polymer was the obvious choice of material, for both its potential colour range and the luminosity you can achieve. When it came to designing the WineWeaver, however, we kept going back to the drawing board. The fins had to be just curved enough, not only to sit snugly on the rim of any shaped glass, but to look ‘right’ as well - less engineered and more inspired by nature. I really wanted these fins to look less like something aeronautical, and more like a ribbed seed pod.”

Peter Benton

“The overall design aesthetic was very much about achieving something you really want to touch and hold. I think we’ve accomplished just that. Whenever you have a WineWeaver on the table in front of you, people can’t help but pick it up to handle it.”

“WineWeaver is the first in what we plan to roll out as a ‘new generation of design-led wine products’. In the future we are looking to employ other bright, young designers, to add to our range. Our aim is to introduce both wit and functionality into tabletop design. The WineWeaver deliberately looks like a stemmed glass on the table, but at the same time it performs its task, quietly but brilliantly. I believe we have created something truly iconic.”

Note

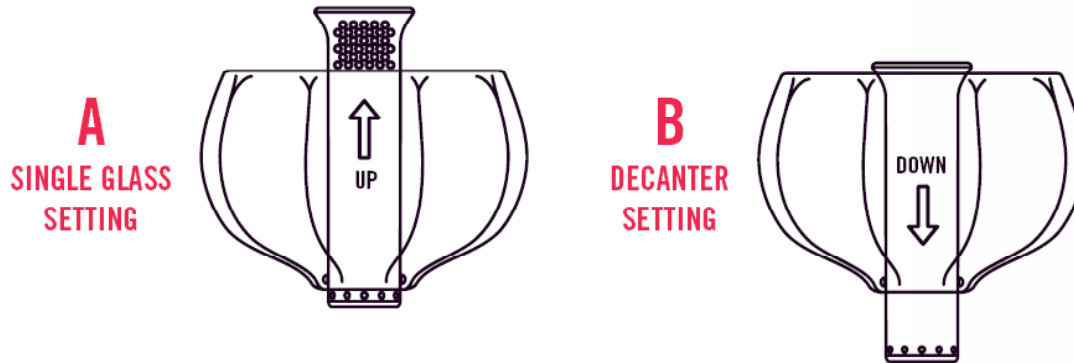
Aeration is not an empty promise; you will notice the improvements the WineWeaver brings to a wine's flavours and aromas instantly. Any wine, red or white, will have a heightened taste, stronger smell and smoother finish once the WineWeaver has been allowed to work its magic. Its unique aeration system has been designed to achieve the ultimate in natural wine enhancement.



WINE WEAVER

WineWeaver's unique adjustable spout allows for a smooth delivery across a wide range of wineglasses and decanters. Our patent pending Adjustable Delivery System (ADS) will ensure aeration is suited to the shape and size of your wineglass or decanter.

Simply raise the spout up for a Single-glass setting (A) or lower for use with a decanter (B), then place directly on top.



By slowly pouring your wine through the WineWeaver, the perforations in the adjustable spout will naturally weave air into your wine, unlocking its full potential.