

Newfoundland Labrador Liquor Corporation (NLC) Installs Wine Market Assistant Kiosk to Provide Premium Self-Service Resource for Beverage and Recipe Information

Newfoundland Labrador Liquor Corporation (NLC) and Dalcom Consulting Inc, are pleased to announce the installation of Wine Market Assistant's information station self-service kiosk in two stores as a Proof of Concept. The Wine Market Assistant kiosk enables NLC to provide premium self-service to their customers by providing educational information plus beverage and recipe pairing suggestions. Customers obtain product information, ratings and reviews for wine, beer and spirits by scanning a bottle or browsing the kiosk. In addition customers can browse and print recipes to pair up with their wine selection.

St. Johns, NL ([PRWEB](#)) March 27, 2009 -- Newfoundland Labrador Liquor Corporation (NLC) and Dalcom Consulting Inc, are pleased to announce the installation of Wine Market Assistant's information station self-service kiosk in two stores as a Proof of Concept. The Wine Market Assistant kiosk enables NLC to provide premium self-service to their customers by providing educational information plus beverage and recipe pairing suggestions. Customers obtain product information, ratings and reviews for wine, beer and spirits by scanning a bottle or browsing the kiosk. In addition customers can browse and print recipes to pair up with their wine selection.

The customizable configuration of this powerful tool results in a rich environment for selling beverages and provides a value-added service for their customers with matching recipes. The kiosk also has the capability to provide targeted promotional opportunities to the customer at the point of decision, including registering for the NLC Newsletter and for upcoming events.

Ed Brenton, IT Delivery Manager, for Newfoundland Labrador Liquor Corporation said, "Our customers and staff are using the kiosk to educate themselves about the beverages we carry along with complementary recipes. It is a cost effective solution for assisting customers with their purchasing decisions. The Wine Market Assistant solution has been a great asset to both our customers and store associates in finding beverages that meet specific criteria".

Tim Lindsay, VP Sales and Marketing, for Dalcom Consulting added, "Dalcom was able to deliver a total solution to NLC that brought together hardware, software and services giving NLC a one stop destination for all their needs related to the kiosk project."

"This technology demystifies the beverage selection process for the average consumer and has search capabilities for the connoisseur looking for specific results. Wine Market Assistant addresses the full scope of requirements grocery and wine retailers need to leverage the higher growth and profit opportunities offered in the beverage category", said Jon Holland, Wine Market Assistant Partner.

About Newfoundland Labrador Liquor Corporation (NLC):

The Newfoundland Labrador Liquor Corporation (NLC) is a provincial crown corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. Headquartered in St. John's, Newfoundland, Canada, NLC operates 25 retail stores, services over 120 agency stores and distributes to more than 1,600 licensees. NLC offers customers a diverse product selection with approximately 3,000 active listings from more than 30 countries.

About Dalcom Consulting:

Dalcom Consulting is a leading technology integration company helping businesses find ways to improve efficiencies and take advantage of new technology to increase sales. Dalcom's team specializes in turnkey systems for the general merchandise vertical market, featuring NCR RealPOS(TM) point-of-sale and self service solution platforms with SAP and Microsoft Dynamics NAV ERP software. Based in Greensboro, N.C., Dalcom Consulting (www.dalcom.com) serves clients throughout the United States and Canada.

About Wine Market Assistant, LLC:

Wine Market Assistant, LLC is a Menlo Park, CA based company formed by the joint venture of ReadyTouch, Inc. and WineMiner, LLC. Wine Market Assistant is dedicated to helping consumers find beverages available in their favorite store meeting their preferences along with paired recipes and cheeses. Additional solutions include a catering/party planner, loyalty card interface and a complete digital signage marketing platform.

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