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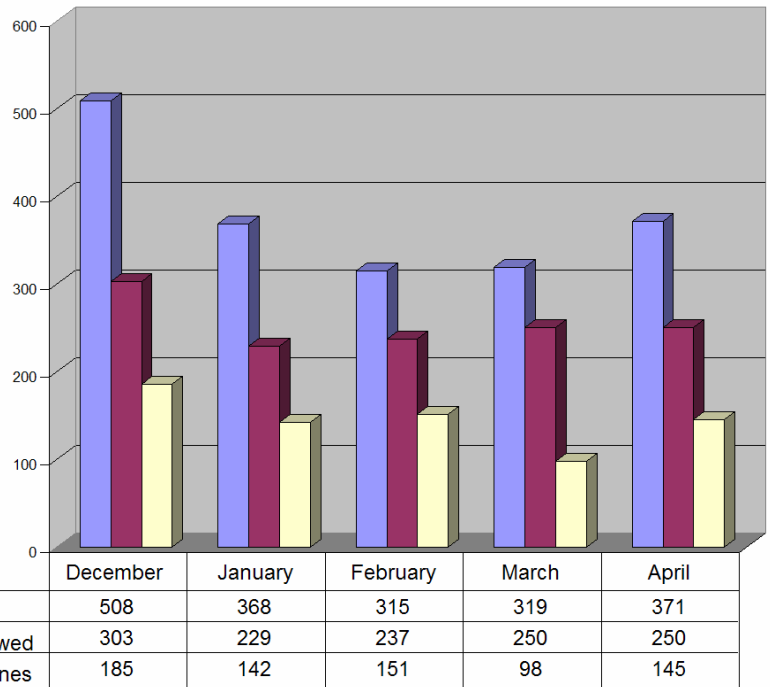
“Before installation of the kiosk our wine sales averaged a 3-4% increase over previous years. **After kiosk installation, we averaged an 8.9% increase.**

**That number has since stabilized to about 5-6%, but wine is still outshining some of our other departments.** We expect our increase to jump again when we move the kiosk to a more visible location and include cheese pairings in the available information.

The wine kiosk is an integral part of our new thrust to inform our shoppers about their choices.

We're coordinating more informative shelf signage with the information available in the kiosk and have been very pleased with the results.

We are looking forward to using the kiosk as a centralized source of information for wine as well as cheese, meats and our wine tastings.



As competition in our area increases, communicating with our customer will be crucial in maintaining our strong place in the local grocery market.”

**Seth Larsen**  
**Davis Food Co-op**