PRESS RELEASE

WENDA generated an IoT Environment for innovative Food & Beverage experiences.

The goal is to turn data into information and information into insight, enabling integrated user experience.

Why Wenda?

The Food & Beverage market constantly produces large numbers of data and information related to products, which are quite difficult to gather in a productive way. Even when available, data and information are usually neither efficiently structured nor ready to use.

This generates a lack of precious feedback for the whole supply chain and for the user experience.

The overall meaning of the project has been found creating a team based on expert engineers, information technology professionals with a long term experience and yet – at the same time – a quite modern state- of-the-art awareness, young and extremely active students with open and determined eyes on their future, their dedicated professors and their valuable universities, other young startup companies with brilliant ideas in terms of corporate image and multimedia communication.

The Opportunity

The vision of **WENDA** came from the goal, expressed at the time by the wine market, of monitoring, protecting, sharing and communicating the journey of wines from the vineyard up to the final experience of sipping.

WENDA started from protecting the quality and authenticity of single bottles.

The **WENDA** team quite soon realized the great potential they had ahead of them, and they immediately started to diversify their innovative solution range, introducing different devices for different and specific application needs. The huge amount of data is all collected and stored into the same platform where, analyzed, elaborated and structured, it becomes easily available to whoever needs it, using an app or on web.

The IoT Solution

3 main tasks: **MONITORING** and **COLLECTING** conservation parameters (temperature, light and tilt angle) and data – **PROTECTION** from counterfeiting and refilling actions – **SMART COMMUNICATION** of marketing contents.

3 fundamental components: a **WENDA DEVICE** to be fastened to single bottles or boxes/pallets/containers or different items – a **WENDA APP** to interact with the devices – a **WENDA DIGITALPLATFORM** to memorize, elaborate, manage and show all the collected data and contents.

3 strategic applications and evolutions at the moment:

WENDA Unique

"Preserving the authenticity and monitoring the quality of Fine Wines. Through time"

| A WENDA Device on every single exclusive and unique bottle, for parameter monitoring protection and smart communication. A full WENDA experience for wine.

WENDA Express

"Integrated solution specifically tailored for transport and logistics"

| A specific WENDA Device inside carton boxes and/or pallets and/or containers for wine shipment and wine cargos protection.

MEMORvINO

"Lead generation for wine tasting events"

| A smart glass and a MEMORvINO device on the exhibitor's table, in order to generate feedback for visitors, structured leads for exhibitors and overall significant data for the event management

Contact for Press and Info: **Mattia Nanetti (mattia@wenda-it.com - 3204276272)**