

VIK

IN PARTNERSHIP WITH



MILLAHUE VALLEY · CHILE · TIMELESS BY-THE-GLASS PROGRAM

The World's Best Vineyard, now poured *by the glass*.



VIK's icon wines from the Millahue "Place of Gold" valley — preserved bottle-fresh and served by the glass with the Coravin Timeless Three Pro.

100 PTS

JAMES SUCKLING · VIK 2021

100 PTS

GILBERT & GAILLARD · VIK 2021

Nº1

WORLD'S 50 BEST VINEYARDS · 2025

THE WINES

QUALIFYING SKUS · MAGNUM & 750ML



VIK

ICON RED BLEND

2021 · 100 pts · JS & G&G



StoneVIK

THE ULTIMATE NATURAL WINE

Millahue, Chile



La Piu Belle

AROMATIC RED BLEND

Art-Label Icon



POURED & PRESERVED BY

Coravin Timeless Three Pro

<1%

WASTE

\$0.39

PER GLASS

0

CORK REMOVED

VIK STARTER PACK · ON-PREMISE BY-THE-GLASS ACCOUNTS

PROGRAM & ECONOMICS OVERLEAF →



Premium by-the-glass, without the waste.

HOW TO QUALIFY

REQUIRED INITIAL ORDER

Mix & match SKUs — choose one of the models below to receive the Coravin

- 9 magnum bottles
- 6 magnums + 6 x 750ml
- 24 x 750ml

CHOOSE ONE ORDER MODEL TO RECEIVE THE CORAVIN

QUALIFYING SKUS

- VIK
- StoneVIK
- La Piu Belle Red

VIK STARTER PACK

- 1x Timeless Three Pro system
- 2x Coravin Pure® Pro Argon capsules

DRINK LESS, BUT BETTER

- Guests want smaller pours and access to higher-quality wines.
- Premium experiences drive higher spend and guest satisfaction.
- Exploration is the top reason guests order wine by the glass.

+\$15

MORE PROFIT / BOTTLE

+10-11

PT GROSS-MARGIN LIFT

12% →

<1%

WASTE PER BOTTLE

\$0.39

GAS COST / GLASS

COGS & PROFITABILITY

Example: \$40 wholesale bottle, BTG \$30 / glass

METRIC	TRADITIONAL BTG	WITH CORAVIN
Gross Revenue / Bottle	\$150	\$150
Waste Loss	~\$18.00 (12%)	<\$1.00
Gas Cost / Bottle (4x)	—	~\$1.00
Total Cost (wine + waste + gas)	\$58.00	~\$42.00
Net Profit / Bottle	\$92.00	~\$108.00
Gross Margin %	61%	72%



PURE® ARGON PRO CAPSULES

30% more gas than standard capsules. Each pours up to **20 x 5oz glasses** at **\$0.39 / glass**.

WHY THIS MATTERS

- Builds velocity for premium and allocated portfolios.
- Enables higher-end BTG storytelling.
- Eliminates waste and increases guest satisfaction.

28 of the World's 50 Best Restaurants

currently pour with Coravin

Court of Master Sommeliers

Advanced & Master exams test on Coravin