

INTRODUCING THE NEW IPHONE APPLICATION ON THE GRAN TEATRO DEL LICEU 06-06-12



The new digital project of GrauOnline, based in its new App for iPhone was presented in the prestigious "Saló dels Miralls", a hall of the Liceo Theatre in Barcelona.

The event was presented by the writer and journalist David Escamilla. The Managing Director of INCAVI, Sir Jordi Bort, addressed the assistants talking about how important is the innovation in the wine sector. Jordi Grau Junior described the new project and explained the impact of the newest technologies in the relationship between company and customer.



The event followed with a demonstration of the App that allows buying the wide portfolio of the company from every country in Europe. Moreover, there was some iPad's in the room equipped with the application so the customer personally could check how the app works.

Finally, the prestigious Spanish dancer Rafael Amargo explained the relationship between music, wine and the technology together with the invitation to taste the Selection he specially prepared for the event. The "Selección Amargo", as he named it, was composed by the Cava Bertha Lounge Brut Nature, the wine Remelluri and Manzanilla Papirusa.



The act meet more than 200 people, among them representatives from the wine world, GrauOnline customers, personalities from the Catalan entrepreneurial society and professionals from the digital world, marketing and new technologies.