

•
•
• **Be Enterprising Pte.Ltd.**
• **NEWS RELEASE**
•

Be Enterprising Public Relations Contact:
Beth Talbot, Managing Director
Tel: +65-6618-5013; beth@label-a-peel.com

The Secret to Preserving your Special Memories is Revealed

*Label A-Peel[®], The World's Leading Label Remover,
Launches in the USA*

New York, NY – October 16, 2009 – [Be Enterprising Pte.Ltd.](#) will launch the world's leading label remover, **Label A-Peel[®]**, at [Cook.Eat.Drink.Live.24.7.365](#), held at The Tunnel/La.Venue in New York City on November 6-8, 2009. **Label A-Peel[®]** is the newest and most exciting wine accoutrement to arrive in the USA. Presented by CCK Global Events and sponsored by Zagat and the Astor Center, [Cook.Eat.Drink.Live.24.7.365](#) is a three-day festival featuring culinary celebrities, restaurants, tastings, live cooking demonstrations and holiday shopping. It is a lively, interactive holiday-themed event that showcases new food products, celebrity chefs, wineries, cocktails, cookbook authors, mixologists, and popular restaurants. In addition to the tastings, guests can do some early holiday shopping with several purveyors of fine goods.

“We are very excited to launch **Label A-Peel[®]** and the **Personal Collection Albums** at this wonderful event in New York City,” said **Beth Talbot, managing director of Be Enterprising Pte Ltd**, exclusive distributor of **Label A-Peel[®]**. “The US is such a large and important market for us. What better place to launch our products than in the ‘Big Apple’,” added Talbot.

“We hope to add many discerning establishments to our growing list of prestigious clientele in Asia and Australia. Leading restaurants in Asia, such as [Iggy's](#), [Les Amis](#), [Jaan](#), [Morton's The Steakhouse](#), as well as [ROCKPOOL](#) and [est.](#) in Sydney, Australia offer **Label A-Peel[®]** to their patrons. Quality establishments like these understand the importance of world-class hospitality and the need to exceed guests' expectations. Creating a memory of a patron's dining experience using **Label A-Peel[®]** helps to accomplish just that,” says Talbot.

Preserve your Memories

In addition to the commercial application of **Label A-Peel[®]** for restaurants, retailers, hotels, wineries, distributors, educators, and as a corporate gift, **Label A-Peel[®]** and the **Personal Collection Albums** appeal greatly to end consumers.

“More and more lovers of wine, Champagne, spirits, beer and even sake wish to preserve the label from their favorite bottles. From novice to aficionado, collecting the label from your favorite bottle of wine is a fun and easy way to preserve the memory of a wonderful dining experience with friends, family, or colleagues. And, it's easy,” says Talbot. “Just peel it!”.

Designed and manufactured in Japan, **Label A-Peel®** is the world's leading label remover. With it, the label can be easily removed from a bottle in near perfect condition and presented on a printed card containing space for notes on tasting, the vintage, the occasion on which the wine was enjoyed, and the food with which it was paired. **Label A-Peel®** is used by restaurants around the world to provide an extra level of **customer service**. By receiving and taking home with them the label from the wine they enjoyed, patrons are able to preserve the memory of the occasion and repurchase the wine in the future.

“Restaurants typically have their logo printed on the card to which the label is attached. Patrons therefore, not only preserve the memory of the wine they enjoyed, they also remember the restaurant at which they enjoyed it. This has resulted in considerable repeat business for restaurants”, says Talbot. “In addition to offering better customer service and increasing repeat business, restaurants benefit in other ways from using **Label A-Peel®**. One example of this is improved staff training. Restaurants provide their service staff with the label and notes on each wine, so they are better informed about the wines they offer to patrons. Trained service staff can make informed suggestions to patrons on wine and food combinations. This often leads to higher wine sales at these restaurants”.

Talbot is promoting **Label A-Peel®** to major hotel chains, restaurants, corporate gift companies, wine retailers, winemakers, wine clubs, wine associations, wine educators and wine lovers generally.

“I discovered **Label A-Peel®** while living in Japan for six years. I was amazed at how effective and efficient it is. The secret is in the **quality**; a word synonymous with Japanese manufacturing. I have yet to see a label it cannot remove,” added Talbot.

Our hand-crafted **Personal Collection Albums** provide an elegant and functional place to preserve your labels. Also, popular as a **corporate gift**, the albums can be easily customized and engraved, included in hampers, or simply offered to customers, friends and family as a way to preserve the memory of a fabulous wine and dining experience.

“I want **Label A-Peel®** to enhance the experience for all wine and food lovers in America,” says Talbot. With the sales of fine wine and dining increasing annually, I can only imagine that **Label A-Peel®** will be as popular in the US as it is in the rest of the world. Bon appétit!”.

About Be Enterprising Pte. Ltd.

[Be Enterprising Pte. Ltd.](#) is the exclusive importer and distributor of **Label A-Peel®** and the Personal Collection Albums. For more information on Be Enterprising, visit www.label-a-peel.com, or contact us on info@label-a-peel.com, or call +65-6618-5013

Be Enterprising Pte.Ltd.
105 Coronation Road West
Singapore, 269333