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• **Be Enterprising**
• **NEWS RELEASE**
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Finally, an Effective Way to Preserve your Special Wine Memories

Be Enterprising Launches World's Leading Wine Label Remover, Label A-Peel™ at Wine for Asia 2008, Suntec Singapore 16-18 October

Singapore, – October 21, 2008 – [Be Enterprising](#) launched the world's leading wine label remover, **Label A-Peel™** at [Wine for Asia 2008](#), held at Suntec Singapore, 16-18 October. Celebrating its sixth edition, Wine for Asia has become one of Asia's largest, most comprehensive international wine exhibitions, winning support from many national wine and trade promotion agencies. Utilizing this platform and with support and assistance from **Thomas Teo, managing director** of [Wine Network Pte.Ltd.](#) and [Suburbia Restaurant](#), Be Enterprising showcased **Label A-Peel™**, the newest and most exciting wine accoutrement to arrive in Singapore.

“With the increasing popularity and consumption of wine in the region, Wine for Asia 2008 was an obvious platform at which to launch **Label A-Peel™**. There were over 190 exhibitors from over 20 countries at the event. With visitors attending from many countries, including Singapore, Malaysia, Thailand, Indonesia, China, India and Australia, we received tremendous exposure and acceptance from people from all over the Asian region”, said **Be Enterprising managing director, Beth Talbot**. “We are very encouraged by the discussions we held with leading hotel chains, restaurants, retailers, wine importers and wine and lifestyle publications. We firmly believe that **Label A-Peel™** will be a hit in Singapore. And, just in time for Christmas!”.

Preserve your Favorite Memories

Designed and manufactured in Japan, **Label A-Peel™** is the world's leading label remover. Many of Japan's leading restaurants offer their patrons the label from the bottle of the wine they enjoyed during lunch or dinner. The label is always removed from the wine bottle in perfect condition and presented on a printed card containing space for notes on tasting, the wine's vintage, the occasion on which the wine is enjoyed and so on. **Label A-Peel™** is used extensively in Japan 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 in Japan typically have their logo printed on the card to which the wine 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 plans to promote **Label A-Peel™** to major hotel chains, restaurants, wine retailers, winemakers, wine clubs, wine associations, 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. I have yet to see a label it cannot remove. At Wine for Asia 2008 I was challenged by a winemaker from Azerbaijan to remove his metal wine label. **Label A-Peel™** successfully removed it with no trouble at all”, added Talbot.

“With Christmas in mind, we are offering a beautiful **Label A-Peel™** album and 15 label removers for S\$50. It is the perfect wine-lovers gift. I want **Label A-Peel™** to enhance the experience for all wine and food lovers in Asia. With the sales and appreciation of good wine increasing annually, I can only imagine that **Label A-Peel™** will be as popular in Singapore restaurants as it is in Japan. Bon appétit!”.

About Be Enterprising Pte. Ltd. *(currently incorporating)*

[Be Enterprising Pte. Ltd.](#) is the exclusive importer and distributor of **Label A-Peel™**. 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

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