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Innovation > Food & Drink > Connected drinks glass allows bar ordering with a swipe

CONNECTED DRINKS GLASS ALLOWS BAR ORDERING WITH A SWIPE

  FOOD & DRINK

A new connected drink glass collects data and allows customers to order drinks without going up to the bar

Drinks manufacturer [Pernod Ricard](#) and French startup [BlackSheep](#) have teamed up to create a connected drink glass that could simplify order taking at crowded bars. BlackSheep specializes in marketing tools that use smart tech to modernise order taking. The new Havana Club-branded glasses feature a near field communication (NFC) chip. We have seen other innovations combining NFC technology with marketing recently. These included an interactive AR [beer label](#) and a [smart basketball jersey](#) that shares NBA updates with the wearer. In this case, the NFC chip connects with a smartphone app that allows customers to order a fresh drink with a swipe.

The glasses do more than allow ordering without having to queue up at the bar, however. Before making an order, users must consent to sharing data, including their name, email address, and preferred cocktail. The data allows Pernod Ricard to track the popularity of its products. It also provides marketing opportunities. Glasses can be taken home, where the web app will display cocktail recipes, instead of the re-ordering option.

Pernod Ricard claims the glasses are more than a gimmick. Pierre-Yves Calloc'h, Global Digital Acceleration Director for the company, has said that the product aims to create new habits among consumers. "These products are a way for us to make sure that we're targeting the right people..."

With the data we can start to match the profiles of relationships that we own with the theoretical targeting that we've traditionally used". The connected glass is just the latest in Pernod Ricard's move towards digital. Other brands in the company's portfolio, including Malibu and Mumm, have previously launched connected bottle concepts. However, it remains to be seen whether the data proves useful to Pernod.

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