



Pinot's Palette® Becomes Online Merchant

World's fastest-growing paint and sip franchise adds e-commerce capabilities just in time for Cyber Monday holiday sales

HOUSTON (Nov. 30, 2015) – Pinot's Palette®, the first international franchisor of paint and sip studios in North America, has launched Shopping Cart 2.0, a new e-commerce option on its website in advance of Cyber Monday and the beginning of the online holiday shopping season.

“We strive to make the Pinot’s Palette experience seamless and easy for our customers,” said Craig Ceccanti, Co-Founder and CEO of Pinot’s Palette. “This allows guests to purchase momentos and know they will be in stock when they arrive at the studio.”

In addition to booking paint and sip parties and events, guests to PinotsPalette.com can now place online orders for merchandise such as frames, wine glasses, t-shirts and other items. The online reservation system has been enhanced to allow reservations for multiple events.

“These enhancements to our website make Pinot’s Palette a true omnichannel e-commerce business in addition to a unique retail concept,” said Ceccanti.

“Shopping Cart 2.0 is just the first of several customer facing technology enhancements that will roll out for Pinot’s Palette over the next 12 months.”

Shopping Cart 2.0 was developed by Ceccanti who developed most of the customized technology that drives the chain’s operations.

The new Shopping Cart features will provide Pinto's Palette franchisees and the management team with more detailed insight into the needs and wants of customers.

Guests quickly embraced the new online shopping option. Within minutes of its launch, Pinot's Palette already had its first sale.

"I just signed up online and saw that I could purchase a frame, so I did," said Elissa Venebal, the first shopping cart customer who, ironically, purchased a black frame from the original Pinot's Palette location in Houston. "It was great. It was fast, easy and convenient."

The new e-commerce option is available through all Pinot's Palette locations, making the chain an omnichannel retailer with purchasing options for customers through its mobile app, retail stores and online.

About Pinot's Palette®

Pinot's Palette is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With 153 locations across 33 states and Canada, and new locations popping up monthly, Pinot's Palette is the world's fastest growing paint and sip franchise. Guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, Pinot's Palette curates a unique, rewarding experience while providing a worthwhile contribution to the community. More information on Pinot's Palette as well as its franchise opportunities is available at www.PinotsPalette.com.

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