

Meet the maker: eto's London Design Festival debut

Award-winning wine decanter eto will make its debut appearance at London Design Festival 2021 in collaboration with Wolf & Badger. Eto founders Tom Cotton and Dina Jahina will be hosting their meet the maker event at Wolf & Badger Coal's Drop Yard as part of the Kings Cross Design District from 4pm on Thursday 23rd September. While serving wine from their innovative decanter, Tom and Dina will share eto's story – from Tom's five-year design journey, to how crowdfunding helped shape its success. You can book your complimentary ticket [here](#).



**WOLF &
BADGER**

Wine preserved beautifully

Hidden inside eto's elegant design is a unique award-winning wine preservation system that expertly seals out oxygen in the air to preserve the wine's full flavour. The patented design prevents oxidation, giving you the freedom to enjoy wine whenever you choose. eto means 'again' in Welsh, as it enables you to enjoy the same bottle of wine again and again, without compromising on taste. Eto is also thoughtfully designed for wine lovers; its long funnel gently oxygenates the wine to release its flavours and the sharp lip ensures drip-free pouring.

The eto collection

Eto is available in 6 stunning finishes; Copper, Gold and Stainless mirror finish, and recently introduced Limited-edition satin finishes in Copper, Brass and Stainless the limited editions are exclusively available at etowine.com.



Tested and Verified

Independent lab tests prove eto far outperforms other wine preservation products. Eto has also been extensively blind taste tested with wine industry experts. 'Master of Wine' Richard Hemming said, *"On the seventh day ... for me, the results were unanimous: there was no perceptible difference between a freshly opened bottle and the eto-stored sample"*. eto also received high praise from wine columnists Matthew Jukes and Olly Smith who said, *"It is amazing, and what a beautiful thing to have in your life."*

About the designer

Tom is an award-winning designer with 20 years of experience in taking products from concept stage to commercial reality. Tom excels in designing products with both aesthetic appeal and industrial innovation. Brought up in the Welsh countryside, Tom is both a wine lover and passionate about protecting the environment. He wanted to invent a decanter that would reduce wine wastage without diminishing its quality.

Over four years, Tom built more than 60 different prototypes in his quest for the perfect wine preservation system and in 2017 eto was born, a sleek and simple, yet highly effective, wine preserving decanter. Eto is now in over 100 countries, bringing more pleasure and less waste to wine-lovers across the world.

Environmental credentials

An estimated 3,330 Olympic-sized swimming pools of wine (50 million litres) are poured down the drain each year, which equates to £270 million worth of waste, according to the UK's Waste and Resources Action Programme, Down the Drain. eto is the solution to both the wine waste problem and the desire for stylish tableware.

The collection is available from £119. For further information and if you require high-res images, an interview with Tom or samples, please contact: dina@etowine.com

<https://www.etowine.com/>

-ENDS-

Note to editors:

How eto works:

- 1. Decant your bottle of wine into eto. This opens up the wine and releases the subtle notes and tannins that enhance its flavour.*
- 2. Pour a glass. The long funnel gently oxygenates the wine to release its flavours and the sharp lip ensures drip-free pouring.*
- 3. Here's the magic - push down the neck and the unique patented design forms a complete seal at the level of your wine, preventing any further contact with oxygen.*
- 4. Store eto in a cool, dark place. It has been designed to fit in a fridge door*
- 5. Pour your next glass. Remove the lid and tilt the bottle - the valve opens automatically as you pour.*

