

ETO

WINE PRESERVED
BEAUTIFULLY



OUR STORY

ETO gives you the freedom to enjoy wine on your time. An elegant decanter with an innovative, patented design that prevents oxidation, preserving your wine until you're ready for another glass.

Born from a passion for wine and precision design, ETO emerged when Tom Cotton, an award-winning British designer with over 25 years of experience bringing innovative concepts to market, set out to solve the problem of wine waste. After five years and 60 prototypes, he created the world's first decanter that preserves wine, beautifully.





ENJOY WINE FOR LONGER

ETO's patented design keeps wine fresh for up to two weeks. Independent lab tests and blind tastings with Masters of Wine confirm it, showing ETO preserves original quality better than competitors.

With ETO, you can enjoy still wines at your own pace, without fear of waste. Pair wines with meals, share different styles with your partner, or savour a bottle over weeks — ETO lets you drink what you want, when you want.

GREAT WINE DESERVES ETO

ETO's considered design combines form and function—the long funnel opens up the wine, the sharp lip ensures drip-free pouring and minimal parts makes disassembling and cleaning effortless.

Through uncompromised engineering ETO creates an airtight seal that protects your wine from heat, light, and air, while fitting neatly in your fridge door.

Designed to unlock the true potential of every drop. Decanting enables you to experience your wine's full character – enhanced clarity, richer bouquet, and perfect balance, from the very first glass to the last.





AWARD-WINNING DECANTER

In addition to over 2,000 5* independent reviews, ETO has been awarded numerous awards including the Red Dot Design Award and most recently The King's Award for Enterprise in Innovation.



Walpole



PERSONALIZATION

Exclusive to the ETO website we offer personalization on the ETO glass base.

ETO makes the perfect gift for all wine lovers. To celebrate a memorable occasion, or just to stake a claim on your ETO. ETO comes in a stunning presentation tube.



ETO COMMUNITY

ETO resonates with everyone who enjoys wine & the moments it brings, those who appreciate both form and function.

ETO makes the perfect gift for all wine lovers. We offer personalization on our website. Perfect for the holiday season and to make the gift extra special.

ETO's community are increasingly eco-minded looking for sustainable alternatives to become part of their routine giving them the freedom to choose the wine they want when they want without waste.





PACKAGING & SUSTAINABILITY

In the UK, we pour away the equivalent of 624 million bottles of wine a year. ETO uses no pumps, no gas, no expensive refills which is better for the environment and your pockets. The new ETO 750 was re-engineered and refined with fewer parts, like the original built to last with a lifetime guarantee.

We're always seeking new ways to reduce our environmental footprint extending beyond the decanter to its packaging. We've introduced new 100% recyclable pulp and card materials along with the larger ETO 750 delivered in a smaller shipping box reducing CO2 emissions by 20% per shipment.



“ETO - An ingenious device... I have tried it and it works...
Keeping wine fresh for at least seven days”

MARTIN MORAN, MASTER OF WINE AND WRITER

“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.”

RICHARD HEMMING, MASTER OF WINE

“Absolutely fantastic which goes back to the first principles of
minimising air contact beautifully.”

MATTHEW JUKES, WINE WRITER

SELECTED STOCKISTS

Harrods

FORTNUM & MASON
EST 1707

Lane Crawford

RAUM
concept store

**WOLF &
BADGER**

WILLIAMS
SONOMA



TECHNICAL FEATURES

- *Food-safe materials: BPA free and LFGB approved.*
- *Made from stainless steel with all other finishes achieved through PVD.*
- *Glass base made of borosilicate glass.*
- *Dimensions: max height 13.8 inches, min height 9.6 inches, diameter 3.75 inches*
- *weight (when empty): 2 lbs*
- *Decants and stores a full 750ml bottle, down to 6 oz of still wine*

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STAINLESS MIRROR



COPPER MIRROR



GOLD MIRROR



STAINLESS SATIN

COPPER SATIN

BRASS SATIN

GRAPHITE SATIN

THANK YOU