ELIO

BY ETINSY

They are talking about our solution.

Press Review

Member of La French Tech
Aix-Marseille

Member of
La WineTech

Cyber Essentials certified
until September 16, 2027

The first voice-enabled humanoid virtual advisor deployed in real-world conditions in the wine and spirits aisles of grocery retail. National TV news, national and trade press, and interviews gathered in a single document. Every mention is directly accessible through its QR code or link.

> *They tell our story better than we ever could:*
> *retailers, customers and the press share their own experience here.*

Click any card to open the article, or **scan its QR code** with your phone (printed version).

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REPORTS & VIDEOS · 5 ITEMS

BFM Business · Le Pitch

TV INTERVIEW

"Le pitch vin: Etinsy leases its kiosks with a virtual advisor" Good Morning Business, October 8, 2026

youtube.com · from 0:57

France 3

TV REPORT

The ELIO virtual wine advisor in-aisle, covered by France 3

youtu.be

La Provence

SHORT VIDEO

ELIO in a supermarket, video report

youtube.com

VivaTech (English)

TRADE-SHOW PITCH

ELIO presented at VivaTech, pitch delivered in English

youtu.be

M6 · Le 19.45

NATIONAL TV NEWS

"A virtual wine advisor to help you choose": report from the Super U in Magland on France's M6 evening news, October 2, 2026

youtube.com · ETINSY channel

To open an item: **click its card** , or **scan the QR code** with your phone camera. These publications document ELIO's real-world deployment, from national TV news to trade press. **Note:** coverage is in French; the VivaTech pitch is in English.

PRESS & ARTICLES · 15 ITEMS

LSA Conso

TRADE PRESS

« J'y crois énormément »: AI joins the wine and spirits aisles at the Super U in Magland

lsa-conso.fr

Le Figaro Vin

NATIONAL PRESS

A Haute-Savoie supermarket installs the first virtual wine advisor to guide its customers

avis-vin.lefigaro.fr

Rayon Boissons

TRADE PRESS

When the wine advisor 2.0 arrives in grocery retail

rayon-boissons.com

Le Nouvel Obs

NATIONAL PRESS

"Will AI replace my wine merchant?" A three-page feature in the Wine Fair special, issue 3235, September 3, 2026

nouvelobs.com

Le Dauphiné Libéré

REGIONAL PRESS

Who is Elio, the robot wine advisor joining the aisles? Report from the E.Leclerc in Chambéry

ledauphine.com

Les Dernières Nouvelles d'Alsace

REGIONAL PRESS

A virtual wine advisor brings its advice to two supermarkets in Colmar, the Hyper U and the Super U

dna.fr

Franceinfo

NATIONAL PRESS

An AI-powered virtual wine advisor deployed across Savoie supermarkets to help customers choose

france3-regions.franceinfo.fr

Marmiton

CONSUMER PRESS

In this store, a virtual wine advisor now helps you pick the right bottle for any dish

marmiton.org

PRESS & ARTICLES · CONTINUED

Made in Marseille

WEB PRESS

This Provençal entrepreneur invented a virtual wine advisor to choose your wine at the supermarket

madeinmarseille.net

Initiatives Nouvelles

WEB PRESS

ETINSY rolls out Advisor ELIO, the virtual wine advisor built for grocery retail

initiatives-nouvelles.com

MetaObs

TECH PRESS

ETINSY deploys the first humanoid AI advisor for wine and spirits aisles in real conditions

metaobs.media

La Provence

REGIONAL PRESS

An entrepreneur launches the first AI wine advisor for supermarkets in Port-de-Bouc

laprovence.com

Le Journal des Entreprises

BUSINESS PRESS

ETINSY deploys its humanoid wine advisor across Savoie grocery retail

lejournaldesentreprises.com

Wine Insiders

TRADE PRESS

Interview with Arthur Chakhoian (ETINSY): humanoid AI serving the wine and spirits aisles

wine-insiders.com

Aurlom

BUSINESS SCHOOL

In-store AI advisors: how to assess the quality of a recommendation

aurlom.com

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