vinetur

Wine Vending Machines May Soon Dot French Roadsides

Aix-en-Provence company introduces Cave O Vin machines, offering convenient wine access while adhering to alcohol regulations.

Thursday, March 27, 2025



Self-service wine vending machines may soon appear along French roadsides, offering convenient access to wine while complying with alcohol regulations.

Developed by an Aix-en-Provence company, these machines, named Cave O Vin, allow customers to purchase wine by scanning a QR code and verifying their age with a photo ID.

The wines are displayed behind glass doors, with bottles released only after age verification. Typically, the machines maintain wines at 14°C, ideal for reds, but individual shelves can be adjusted for whites that are best served chilled.

To operate these machines, vineyards pay €1,230 monthly and must obtain authorization from the local mayor. In areas where alcohol sales are restricted after 10 PM, the machines are programmed to shut down accordingly. Stéphany Bonnard from Espace Drive, the company behind the machines, explained that they were initially approached by vineyards interested in selling directly to the public without the need for on-site staff.

Espace Drive, known for creating vending machines for cheese and charcuterie, saw an opportunity to expand into the wine market, especially in wine-producing regions.