



PRESS RELEASE

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Martinelli Winery Toasts Comcast Business

California-based establishment uses internet and voice services to enhance customer service and business operations

LIVERMORE, Calif. – April 23, 2018 – [Comcast Business](#) today announced that Martinelli Winery, a family-owned and operated winery in Sonoma County, CA, is using Comcast Business Internet and Comcast Business VoiceEdge™ for its multiple winery, tasting room, and guest amenity buildings and outdoor hospitality spaces. The winery now has reliable Wi-Fi, high-capacity internet and digital phone services to efficiently handle customer transactions, host outdoor events, and more.

Martinelli Winery is a five-generation, family run winery that was founded in the 1880s. The company produces Chardonnay, Pinot Noir, Zinfandel and Syrah from estate grown grapes still farmed by the Martinelli family. Prior to working with Comcast Business, the winery had a bonded T1 line with slow speeds. The company needed a consistent, high-performance network and services to deliver reliable guest Wi-Fi and support daily business operations, with enough capacity to meet requirements today and in the future.

“With our operations distributed across so many locations and structures, some of which are more than a century old, we needed a unique, intricate solution,” said Regina Martinelli, Executive Vice President, Martinelli Winery. “It was clear Comcast Business was the provider in our region that we needed to provide the internet speed for our robust point of sale and customer relationship management systems that are crucial to our business. Comcast Business is integral to supporting our complex and varied needs currently, and for our strategic vision for the future.”

Martinelli Winery upgraded to a 50 Megabit-per-second (Mbps) [Business Internet](#) service to support and grow its business, especially important for its semi-annual online promotions and outdoor events. The winery is also using Comcast [Business VoiceEdge](#), a cloud-based voice and unified communications (UC) solution to support its phone-based transactions. Comcast Business services supported their customer transactions, whether they are using Wi-Fi when visiting the winery, buying via the point-of-sale system, calling by phone or ordering online.

“Family run businesses like Martinelli Winery understand that to succeed in today’s ultra-competitive environment, you need the network services to go along with a superior product,” said David Brown, Vice President of Comcast Business for California. “Now, to complement its distinct and impeccable wine, Martinelli Winery has the internet and voice solutions to continuously provide its customers with newer and better experiences designed to keep great wines coming their way.”

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085 or visit <http://business.comcast.com/san-francisco>. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast Cable

Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. Visit www.comcastcorporation.com for more information.

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