

## The Connected Device Cocktail

Written by Marco Attard  
13. 02. 2014

---

As we all know, connected devices and the so-called internet of things are big news. But what if such internet-powered smarts took on... liquor? Enter Pernod Ricard with the Project Gutenberg smart cocktail maker.



A combination of CE, apps and alcohol, Project Gutenberg (not to be confused with the book-digitising effort of the same name) is a perhaps odd move from the Absolut Vodka, Jameson Irish whiskey and Beefeater gin producer. But interestingly enough Pernod Ricard actually has a skunkworks division in the shape of the Breakthrough Innovation Group (BIG), the creator of this attempt in "redefining cocktail culture."

"With Project Gutenberg, we are utterly committed to the conviviality of the future-- an experience that is connected, entertaining, tailored and responsible," BIG managing director Alain Dufossé says. Indeed.

Either way, BIG describes Project Gutenberg as a "liquid library." It features 6 "container books," miniature pump-equipped aluminium tanks filled with a different liquor. A companion mobile device pushes orders, and base station dictates how much booze the pumps have to dispense in order to, say, the perfect Martini.

The app even takes care of stocktaking, sending liquid library owners (liquid librarians?) reorder notices should a particular spirit start running dry. Once a spirit runs out, the recyclable container is removed and a replacement is simply slotted in. Meanwhile the base station ensures no one user has too much of the drink. Clever!

Unfortunately the Project Gutenberg is currently only a prototype, and Pernod Ricard has no

## The Connected Device Cocktail

Written by Marco Attard  
13. 02. 2014

---

plans of releasing it to market as yet. But it might be no surprise to learn we want one.

Go [Pernod Ricard Unveils Project Gutenberg](#)