**For the first time buying choice wines with bitcoins**

**Just last year, the city of Zug began accepting the virtual currency bitcoin as a legally tender method of payment for local fees, and now one well-known gastronomic establishment is following suit. From now on, wine connoisseurs and customers of House of Wines in Zug can purchase all of the specialty wine shop’s products using bitcoin. It should come as no surprise that the cryptocurrency is making its entry into the Swiss retail scene here in the region of Zug - in what is known as Crypto Valley (**[**www.cryptovalley.swiss**](http://www.cryptovalley.swiss/)**) - an area which is home to one of the world’s most well-known and well-developed crypto- and blockchain-ecosystems.**

Cryptocurrencies such as bitcoin have, in recent times, started to shake up entire business sectors and challenge the traditional players of the world’s current monetary systems. Now for the first time in Switzerland, a specialty shop in Zug will begin accepting bitcoin. The next step is to integrate the new payment method into the shop’s online store.

What inspired Albert Osmani, the owner of House of Wines, to take this step? “As a well-established business in Zug, I have quite a few international customers and many of them come from the startup scene here in Crypto Valley. That’s why I decided to install a bitcoin payment system in cooperation with two of the top specialists in this area - Bitcoin Suisse AG (as provider) and inacta AG (as initiator and implementor).” Known already as an innovator in the wine business, Osmani has fascinated the world of gastronomic pleasure for over half his life - and continues to do so.

Ralf Glabischnig, Managing Partners of inacta AG, adds, “One of the most important factors in the success of Albert Osmani is his willingness to constantly expand his horizons. That matches our own business philosophy as well and as an IT consulting company based in Zug and expert in blockchain technology, it gives us special pleasure to initiate this project with House of Wines and in doing so, to establish bitcoin a little more in the world of everyday life.”

“After the city of Zug - as the first public institution - began accepting bitcoin and making use of our payment service, we are happy to see House of Wine continuing this trend.” comments Johannes Schweifer, Partner at Bitcoin Suisse AG. He hopes that other businesses will follow the example of the Zug wine shop. “The actual amount of sales made in bitcoin is not at all the main point here. What’s more important is the fact that a business can leave a lasting impression at a relatively minimal cost.”

So Crypto Valley continues to make a name for itself and it would seem that in the process digital currencies have started to truly catch on with consumers.

Photo:

l-r. Johannes Schweifer, Albert Osmani and Ralf Glabischnig

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An independant, Swiss IT consulting firm, inacta AG is located in Zug and employs more than 40 experienced digital consulting experts supporting a wide range of organisations from the insurance, banking and healthcare industries. Its clients benefit from inacta's high level of professionalism as well as its use of proven implementation methods, innovative solutions, and the most modern technologies pertaining to the digital transformation process. Reliable and trustworthy cooperation, flexibility and comprehensive professional expertise guarantee the success of each and every project undertaken. One reflection of inacta’s commitment to cutting-edge technology is its participation in the Crypto Valley Association as a founding member, as well as its work as an initiator of the Blockchain Competition, whose aim is to support the growth of technology startups. In this way, inacta contributes to the continued economic prominence of Switzerland.

Together with Lakeside Partners AG (early-stage Investments in technology startups) and Lakeside Business Center AG (modern office space), inacta AG makes up an integral part of an innovative entrepreneurial enterprise.

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Bitcoin Suisse AG is a financial services company specialising in alternative assets, blockchain technology and cryptocurrencies. The company was founded in 2013 and is the first regulated bitcoin enterprise in Switzerland. Bitcoin Suisse offers its clients a full range of services connected with cryptocurrencies - buying, selling, consulting, training as well as support for enterprise financial programs. One of the first companies to operate in Crypto Valley and in Zug, Bitcoin Suisse has since become one of the most successful blockchain startups in Switzerland.