

WINE OF THE TIMES:

AI NOW PREDICTS YOUR PERFECT POUR

BY MERILEE KERN



ABOUT THE AUTHOR:

Merilee Kern, MBA is an internationally-regarded brand strategist and analyst who reports on noteworthy industry change makers, movers, shakers and innovators across all B2B and B2C categories. This includes field experts and thought leaders, brands, products, services, destinations and events. Merilee is Founder, Executive Editor and Producer of *"The Luxe List."* As a prolific business and consumer trends, lifestyle and leisure industry voice of authority and tastemaker, she keeps her finger on the pulse of the marketplace in search of new and innovative must-haves and exemplary experiences at all price points, from the affordable to the extreme—also delving into the minds behind the brands. Her work reaches multi-millions worldwide via broadcast TV (her own shows and copious others on which she appears) as well as a myriad of print and online publications. Some or all of the accommodations(s), experience(s), item(s) and/or service(s) detailed above may have been provided or arranged at no cost to accommodate if this is review editorial, but all opinions expressed are entirely those of Merilee Kern and have not been influenced in any way.

Imagine having a seasoned sommelier at your fingertips—one who understands your personal taste, predicts your preferences, and guides you to the perfect bottle of wine every time. This is no longer a fantasy. BetterAI, the Silicon Valley disruptor in artificial intelligence, has launched VinoVoss, an AI-powered sommelier that is not just shaking up the wine industry, but redefining how we discover and enjoy wine.

VinoVoss—available as an app and on the web—represents a paradigm shift in wine selection, leveraging cutting-edge AI and natural language processing to deliver highly personalized wine recommendations. From novices to connoisseurs, users can now easily navigate the vast world of wine with a virtual sommelier that adapts to their unique tastes. Whether you're looking for the perfect pairing for a romantic dinner or simply exploring new varietals, VinoVoss delivers recommendations that feel tailor-made.

This innovation couldn't come at a better time. As the U.S. wine market is projected to reach \$39 billion in 2024, VinoVoss is poised to capitalize on the growing trend of wine as an everyday indulgence, rather than just a luxury for special occasions. By simplifying the wine selection process, VinoVoss is making wine more accessible and enjoyable for everyone, from the curious beginner to the seasoned expert.

But VinoVoss isn't just about convenience—it's about enhancing the wine experience. The tool picks the perfect wine for any occasion courtesy of a highly advanced artificial intelligence architecture. It leverages advanced artificial intelligence to act as your personal sommelier, providing tailored wine recommendations based on your unique taste preferences, occasion, and budget.

VinoVoss understands that the process of selecting wine can be overwhelming. The breadth of viniculture is challenging to navigate without a skilled guide, and the subjective nature of taste has long stumped traditional search engines. The VinoVoss platform provides a solution, combining the power of AI with the knowledge of sommeliers in a pocket-size package. The app's signature feature, Smart Somm, is an AI-powered chatbot trained by world-renowned sommeliers, ready to answer any wine-related questions and guide you to the perfect bottle. The interactive Smart Somm chat intelligently assists in wine exploration, answers questions, and provides educational insight. The database is continually updated and monitored by the VinoVoss team of wine experts and sommeliers to keep up-to-date with today's wine trends. From beginner to seasoned devotee, this search engine is a powerful and streamlined tool to help users build knowledge and shop, sip, and savor.

With an intuitive interface, VinoVoss allows users to search for wines by grape variety, region, or price, and offers detailed tasting notes to enhance your wine appreciation. On iOS, Android, and Desktop, users can browse wines using its advanced natural language search bar, which can understand prompts of any length or complexity. The app also includes innovative features like scanning multiple wine bottles simultaneously, comparing expert and peer ratings, and creating a personalized wine collection.

Here are ways VinoVoss differs from other wine apps:

Ask the AI-powered Smart Somm your questions

Meet Smart Somm, your personal wine expert who lives in your pocket. VinoVoss' signature Smart Somm takes into account your unique taste, occasion, and budget to suggest the perfect wines, ensuring every choice is a refined selection. Unlike a search engine, Smart Somm can answer any question about wine (no keywords or specific searches needed) and have a conversation with you, just like the knowledgeable and friendly sommelier and your local wine shop or grocer.

Scan multiple bottles at the same time

Our innovative scanning feature allows you to effortlessly scan multiple wine bottles simultaneously, unlike our competitors. Quickly access reviews, ratings, and pairing suggestions instantly, making your shopping experience both efficient and enjoyable.

Discover the aromas and flavors of each wine

Delve into the intricate profiles of each wine, whether the wine has notes of clove, grapefruit, or even leather. Enhance your palate and knowledge with detailed tasting notes that elevate your wine appreciation.

Separate expert and peer ratings

Discover sommeliers' more nuanced evaluations of each wine and compare that to other people's personal ratings. Make the best decision for you, your friends or family with this unique dual rating system.

Find the perfect match for your occasion

From housewarmings to brunch, VinoVoss helps you find the ideal wine to complement your menu. Use our advanced pairing options to ensure your selections are perfectly suited to the occasion, impressing your guests every time.

Curate your unique collection

Create and manage a personalized wine list with ease. VinoVoss lets you track your favorite wines, organize wish lists, and keep a record of your tasting history, ensuring you always have the perfect wine on hand.

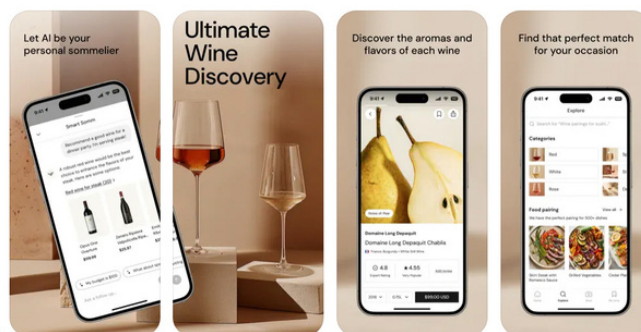
Find your new favorites in a store near you

Discover new wines available at local stores. VinoVoss provides you with information on where to purchase your selected wines nearby, making it easy for you to get to uncorking faster.

More ways to upgrade your wine experience with VinoVoss:

- **Learn:** Access a wealth of information about wine regions, grape varieties, and winemaking techniques.
- **Collect and share:** Easily track and review your favorite wines, add them to your virtual cellar or wishlist, and share your favorites with friends.

VinoVoss is a blend of tradition and technology that's reshaping how we interact with one of the world's oldest beverages. Whether you're a novice or a connoisseur, VinoVoss makes finding the ideal wine for any occasion effortless and enjoyable. VinoVoss greatly simplifies wine discovery, exploration and enjoyment of wines of the world. It is a personalized, interactive experience that empowers users to make wine selections with confidence.



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