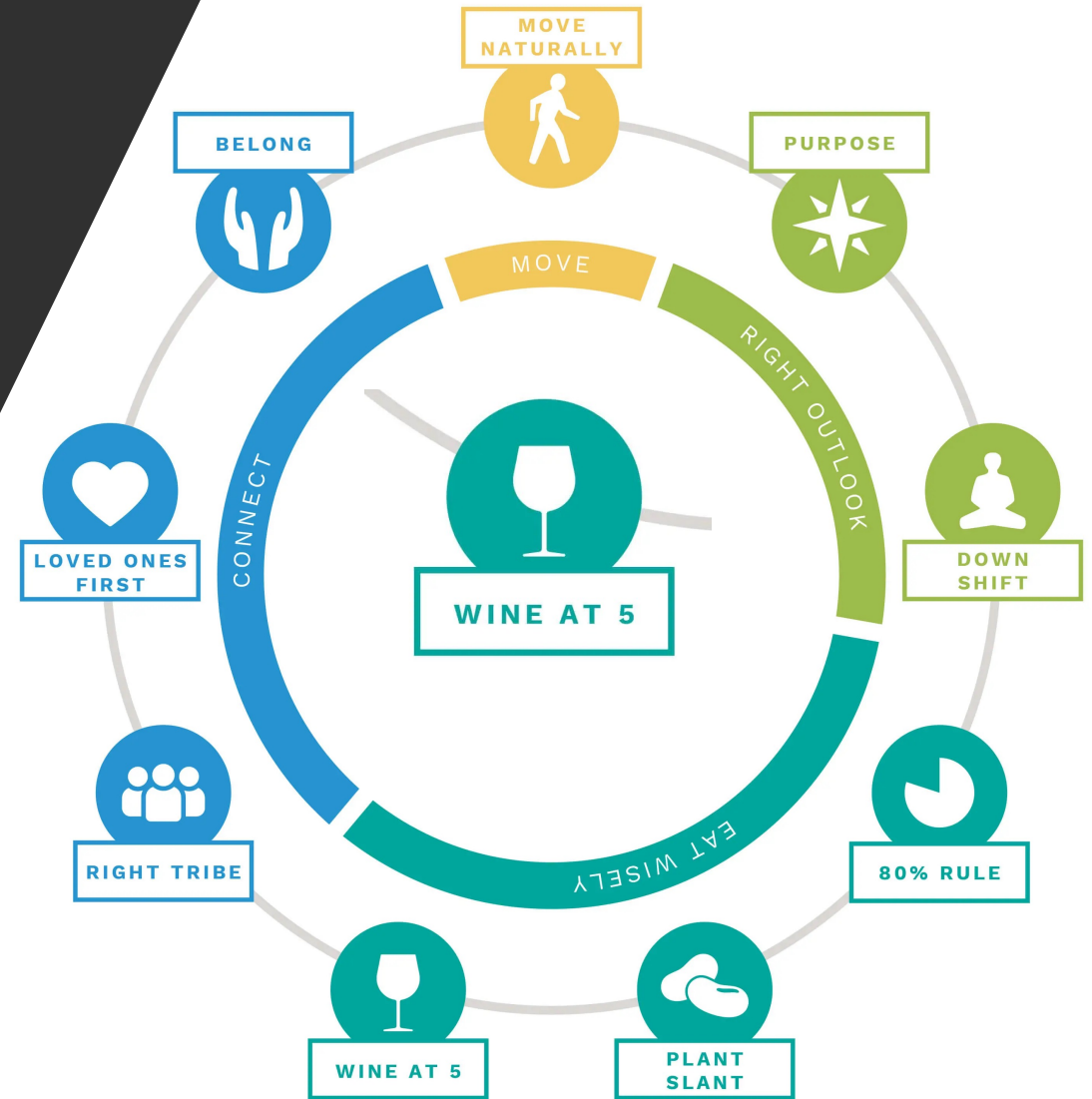




Wine @ 5

Purpose

- Living to 100 doesn't have to mean a strict regimen of steamed vegetables and joyless meals.
- A healthy, balanced, and stress-free life includes happy hours, time spent with family and friends and the occasional glass of wine with delicious dinners.



Challenge

Context



THE STAY-AT-HOME GENERATION:
28% of younger millennials drink at home because it takes too much effort to go out

Challenge



TOO MANY CHOICES, NO KNOWLEDGE
Consumers have to choose from endless wine offers what best fits their meals

Approach



“HOME SOMMELIER”
A Wine recommender similar to a “home sommelier”

The background of the slide is a photograph of a rustic wooden tray. On the tray are several wine glasses, some containing white wine, and a small stone bowl filled with a mix of dark and light olives. In the background, there are wine bottles and some wooden skewers.

Wine@5 pairing

1. Insert “Ingredient, taste or flavours”
2. Wine Pairing Recommender selects the top wines that best fit your choice



Wine@5 recommender

1. Insert "Wine to Match"
2. Wine Recommender selects a list of top wines similar to the one entered





EMOTIONAL VALUE

Care for people choices and makes food taste better!



GREEN PURCHASE BEHAVIOUR

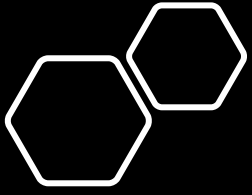
Reduce the overall environmental footprint of wine production



ECONOMIC VALUE

Buy a bottle of wine you'll likely enjoy. No waste of money

What Wine@5 provides to you!



What comes next

- Scan ingredients
- Create personalized wine-pairing lists
- Scan wine labels
- Find a wine shop near me





Wine @ 5

Thank you!