

Never forget which wine you loved: free Tasting Mode now live on wine-pairing.online

Just in time for the autumn wine-fair season, Swiss platform wine-pairing.online launches its Tasting Mode: photograph the label, rate with a single tap, done. Notes work even without reception in the fair cellar, can be shared with friends – and, on request, show right away where to buy your favourite wine.

Anyone who tastes thirty wines at a wine fair remembers three the next morning – and can't recall a single booth. Paper notes get lost, photos sink into the camera roll, and the best wine of the evening remains nameless. Swiss platform wine-pairing.online solves this problem with its new Tasting Mode: free of charge, no app required, directly in the browser at wine-pairing.online/messe.

The principle is deliberately simple: photograph the label with your smartphone, the wine is recognised automatically, rate it with one tap – with stars, the 100-point or the 20-point system, including eye, nose and palate for those who take it seriously. Every tasting is saved as its own list with a name and date.

Works even in the fair cellar – no reception needed

One feature addresses the reality of wine fairs and wineries: Tasting Mode works offline. Ratings are cached on the device and synced automatically as soon as the connection returns. "Anyone who has ever tasted in a vaulted cellar knows the problem – yet that is exactly where the buying decision is made," says Isidoro Celentano, founder of wine-pairing.online and former CEO of Switzerland's largest wine importer. "Our benchmark was: rating a wine has to be faster than refilling the glass."

From scribbled note to shopping list

After the fair, the tasting list becomes a tool: it can be shared as a link with friends or exported as a PDF – sorted by rating or grouped by merchant. If the exhibiting merchant or producer is a partner of the platform, one click leads straight to the tasted wine in their online shop. A built-in tasting guide also helps beginners with a plain-language explanation of what to look for in eye, nose and palate. On request, the platform automatically translates notes into German, English, French and Italian.

For exhibitors: the booth as a digital starting point

Merchants and wineries benefit too: with a free booth QR code, visitors start tasting with a single tap – every rating stays linked to the booth, and the exhibitor sees which wines resonate with the audience. For Switzerland's largest wine fair, the complete exhibitor catalogue with over 100 exhibitors and several thousand wines is already pre-loaded.

Tasting Mode is available now, free of charge, at wine-pairing.online/messe – no registration required, on any smartphone.

wine-pairing.online is a Swiss platform for AI-powered wine recommendations with over 30,000 wines and 313 grape varieties. AI sommelier “Henri” answers the question “Which wine goes with my meal?” in seconds – free for consumers via web and iPhone app, and as a digital wine-list solution for hospitality and the wine trade. Behind the platform is MYSYMP AG, based in Nottwil (LU), Switzerland; founder Isidoro Celentano brings 25 years of experience in the Swiss wine trade.

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