piQR Concepts
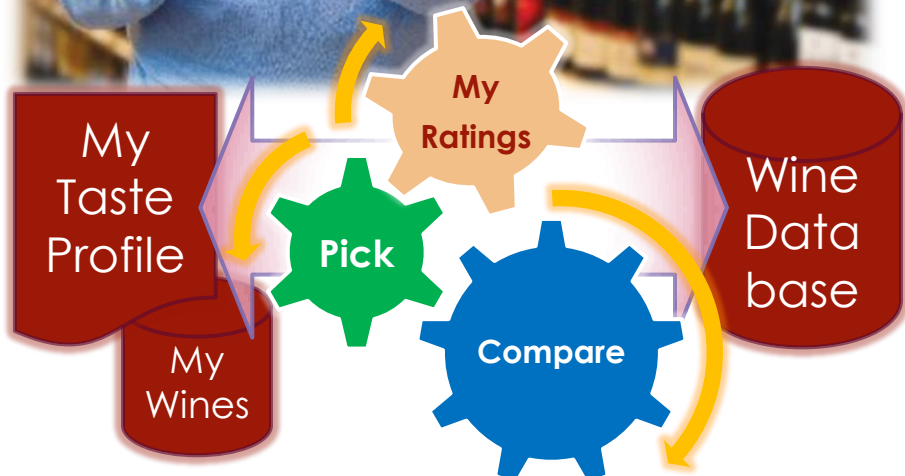

Which one?

- Problem:
  - **Consumers risk money on food & beverages that do not satisfy their tastes**
- Solution:
  - **Subscriber-based decision aid**
  - **Individualized ratings**
  - **Think *Netflix*. Think *IMDb*.**
- Markets:
  - **Consumers**
  - **Retailers**
  - **Distributors**

Not good; never again!

So, so; in a pinch.

Good; reasonable value.

Very good; good value.

Excellent! Worth the money.

My Ratings

Pick

Compare

My Taste Profile

My Wines

Wine Data base