piQR Concepts one?

Wines

Grape(s), Varietal

Enter at least two identifiers ...

1234156

Compare

Wine

Data

base

- ▶ 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.









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Pick

Ratings

Photo: South Park Magazine

My

My

Taste

Profile