vinotastr™

HOW SCIENCE SELLS WINE™

What if individual taste perceptions were responsible for the difference in wine preferences?

Our story started more than a decade ago with medical research related to taste receptors' influence on innate immunity against upper respiratory diseases. Our team's scientific research has led to discoveries that could change the world through more effective treatments in the future.

How does our story relate to the wine industry? Simple.

Our scientific research involves measuring phenotypic (current) expression of human taste receptors to determine subtle differences in taste perception.

One day, our team, all somewhat wine-curious, had a realization: What if these individual taste perceptions were responsible for the difference in wine preferences?

The answer to our question led to the birth of VinoTastr—a simple, affordable, science-derived, predictive tool to help people choose wines, with zero bias.

VinoTastr reveals individual wine taste sensitivities with a fast, intuitively easy, and engaging test involving taste-testing strips. The results are scored with a proprietary research-based scoring algorithm that aligns with wine preferences.

VinoTastr is the World's First Wine Taste Technology Company.

We have built on science to advance the technology of taste.

How can we help?

Our VinoTastr test can help the wine industry attract new customers and increase sales to existing customers by:

- offering a distinguished, memorable wine experience that fosters brand loyalty
- directing wine distribution to scientifically tested consumers to advance increase satisfaction, while promoting positive reviews and curtailing negative ones (scientifically targeted marketing)
- empowering consumers' confidence in their wine choices and eagerness to try new wines
- expanding the wine community by increasing knowledge, based on taste science, of all wine drinkers
- providing a guidance tool for dry-tasting

Our mission is to be a trusted and independent partner in the wine industry using the science of taste.