



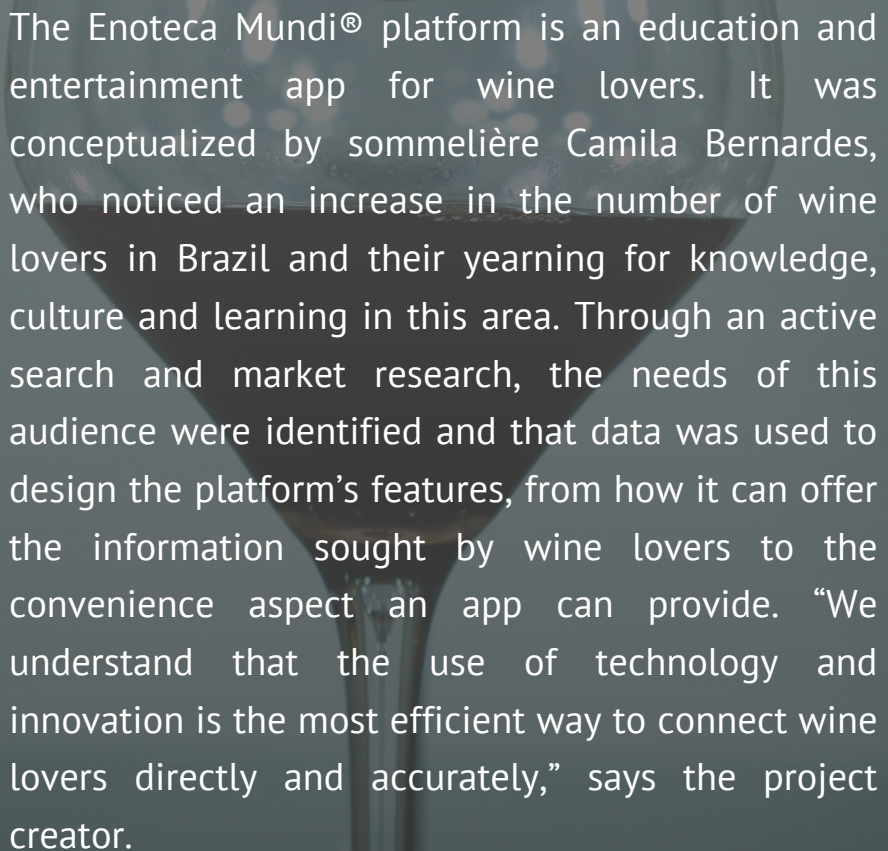
**enoteca**  
**MUNDI**

**PRESS RELEASE**



# LAUNCH OF APP THAT PROMISES TO CONNECT WINE LOVERS WITH THE WORLD OF WINE





The Enoteca Mundi® platform is an education and entertainment app for wine lovers. It was conceptualized by sommelière Camila Bernardes, who noticed an increase in the number of wine lovers in Brazil and their yearning for knowledge, culture and learning in this area. Through an active search and market research, the needs of this audience were identified and that data was used to design the platform's features, from how it can offer the information sought by wine lovers to the convenience aspect an app can provide. “We understand that the use of technology and innovation is the most efficient way to connect wine lovers directly and accurately,” says the project creator.

After four years of development, the app will be launched on iOS and Android digital platforms (smartphones and tablets) on October 10, 2024 and is under development for smart TVs.



The app was developed on a three-point basis consisting of **EDUCATION**, **ENTERTAINMENT** and **CONNECTION** of wine lovers with the world of wines.

## EDUCATION

In order to encompass education we have organized the contents systematically, using portals. Each portal contains different wine-related content, such as: **GRAPES**, **VINICULTURE**, **REGIONS**, **TASTING**, **SERVICE** and **PAIRING**.

The subjects are conveyed through **VIDEOS**, **E-BOOKS**, **WINE CHARTS** and **QUIZZES** so as to cover different forms of learning.



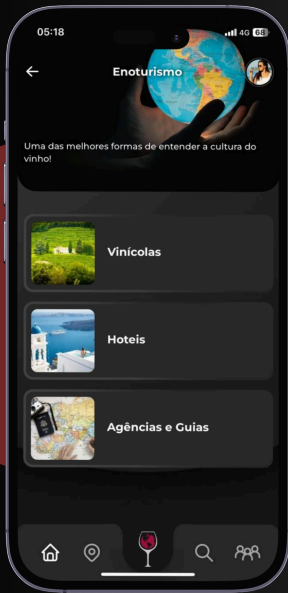


## ENTERTAINMENT

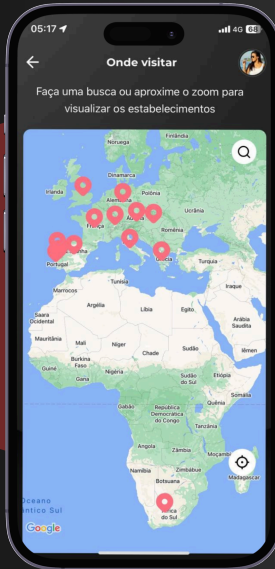
The **ENTERTAINMENT** aspect is linked to various features and is embedded in the portals: VINICULTURE, WINE TASTING CLUBS, BLOGS AND NEWS, and our CHANNEL.

There is also an **EVENT CALENDAR**, which contains online and in-person national and international events.

## ENOTOURISM



## GEOLOCATION SYSTEM



# CONNECTION

We aim to make a connection between wine lovers and the world of wines through the PORTALS and FEATURES: ENOGASTRONOMY, ENOTOURISM, WINE TASTING CLUBS and a GEOLOCATION SYSTEM.

These features allow the app users and subscribers to find ways to enjoy the experiences that the world of wines can provide, like finding wineries around the world, as well as restaurants with enogastronomic experiences, and connecting with other wine lovers through the creation of wine tasting clubs and sharing information on a SOCIAL "WINE-NETWORK," where they can see each other's posts and pictures.

## ENOGASTRONOMY



# VIRTUAL WINE TASTING CARD

We have created an innovative Virtual Wine Tasting Card, which subscribers can use when tasting their wines, where they can take notes, save them in their subscriber area, as well as share them with friends and members of their wine tasting club.

With our sophisticated and dynamic interface, subscribers can enter the initial data of their tastings and then move on to the wine evaluation steps: see, swirl, sniff, sip and savor, and the conclusion.

In addition to the intuitive interface provided by our algorithm, the Wine Tasting Card is illustrated with images of wine glasses in different colors and wine glasses with images that represent aromas, in order to assist in the sight and smell evaluations. The goal is to provide full immersion in the senses of tasting.

WINE TASTING CARD



WINE EVALUATION STEPS



UPLOAD AND SHARE



# FOR MORE INFORMATION

With all of these features, the contents of the app are structured in a dynamic and lively manner.

New content is added to the platform every day, as well as businesses that promote experiences tailored to wine lovers.

In addition, new features and portals are in the making and will be launched soon.

More information can be found in the platform's Press Kit. There, the contents have been organized to further clarify the app's features.







