

## **Wine.Com Launches Free Iphone App**

### **Largest Online Wine Retailer also Debuts Food/Wine Pairing Tool that Matches Hundreds of Wines with any Meal**

SAN FRANCISCO, CA - 12/21/2009 - Wine.com, the nation's #1 online wine retailer, has introduced the Wine.com iPhone and iPod touch application available for free from Apple's App Store. The application lets consumers discover, review, share and learn about 45,000+ wines and counting. The company also announced a food and wine pairing tool to help cooks choose complementary wines for any menu.

The Wine.com iPhone App connects consumers with easy-to-understand wine descriptions, professional ratings, winemaker notes, pricing information and label images. Additionally, customers can save wines in their virtual cellar, create shopping lists, rate wines and share them with friends. Wines can also be added to a shopping cart for purchase.

"Now wine enthusiasts have all of our wine discovery and research tools on the go. Whether they are trying to decipher a restaurant wine list or note a great wine they want to remember later, the Wine.com iPhone App gives consumers mobile access to the wealth of information available from the country's largest online wine retailer," said Rich Bergsund, CEO of Wine.com.

Wine.com also announced the "Wine & Dine" food- and wine-pairing tool that takes the main ingredients of a dish and instantly delivers a list of wines that pair well with the meal. For example, if you are making a spicy chicken dish, using the selections Poultry and Spicy, the tool will render a list of up to 43 complementary wines including Rose, Riesling, Beaujolais and Viognier. "Wine & Dine" also helps consumers pair wines with cheeses and desserts. The Wine & Dine tool is available [here](#) and will be coming to the iPhone app in 2010.

"Many Wine.com customers are cooks and food lovers and we wanted to make it simple to identify wines that complement any menu," said Michael Osborn, Founder and VP Merchandising at Wine.com. "Our team of wine experts has chosen a selection of wines to feature in the Wine & Dine tool to ensure a perfect pairing."

Wine.com's Wine & Dine pairing tool can be found [here](#). The Wine.com iPhone App was developed by Exygy, a San Francisco based custom software development shop and is free to download from Apple's App Store: [click here](#).