

SWEETSPOT: MOBILE WINE APP

SAVVY VINTAGE





Challenge

When it comes to choosing the perfect wine, diners often feel overwhelmed by choices. A group of private investors wanted to create a mobile app that answers the question for novice or more advanced wine drinkers of “What is the perfect wine for me?” A question which can often be agonizing when one is confronted with an extensive and complicated wine menu.

Solution

PSMG was charged with building SweetSpot - a free mobile app that matches wines on-demand. The app is powered by a smart recommendation engine (predictive analytics, machine learning) that curates the best selections based on the customer’s unique preferences - price, taste/palate location/restaurant and the occasion.

Outcome

PSMG developed the iOS and Android versions of SweetSpot featuring 20K wines, 130 restaurants and retailers on time and within budget. In addition to location-based matching, the beta app allows users to rate wines, share wine selections via social, and learn about wine as a hobby. Currently, no other wine app offers these customized, on-premise features and solves the paradox of choice.

