

iPhone App Makes 2 Million Wine Recommendations in First 6 Months

Published on 12/02/09

Hello Vino provides wine recommendations to consumers at the point of purchase through its free iPhone app and mobile Web sites. The free Hello Vino iPhone app has served over 2 million wine brand recommendations to consumers since its release in June, 2009. Hello Vino has also launched its new advertising program, connecting brand-specific wine recommendations to consumers.

Modesto, CA - The free Hello Vino iPhone app has served over 2 million wine brand recommendations to consumers since its release in June, 2009. Current trends indicate a 20% increase in recommendations each month, with tremendous 250% growth in the month of November due to Thanksgiving-related activity. December is expected to surpass previous performance due to the upcoming holidays.

Hello Vino has also launched its new advertising program, connecting brand-specific wine recommendations to consumers. The program is free for wineries to enter their wines into the Hello Vino database, which will be served to consumers at random. Wineries can then choose to purchase premium placement for their wines on a cost-per-click basis. The Hello Vino service is free to consumers and is available on any cell phone through an iPhone app, mobile Web site or text messaging.

The new brand advertising program offers wineries a highly targeted, simple to use self-service system with direct access to wine consumers. Designed to support wineries of all sizes, the program, its specifications and reporting tools are available to winery representatives on the Hello Vino Website.

Hello Vino ranks #1 on the 5 Must-Have iPhone Apps for Wine Lovers on Mashable and #1 on the Top 50 Wine iPhone Apps report by Vintank, a digital think tank for the wine industry. Hello Vino offers brand recommendations with the vintage, price, winery, region, notes, reviews and industry scores (when applicable). Over 300 varietal styles are currently available to consumers searching for wine pairings, gifts, or by taste, flavor, or region.

"Hello Vino has carefully built a service to address the needs and concerns of consumers making wine purchases, and at the same time, provides a viable point of sale option for wineries in the mobile space," said Jim McNamee, co-founder and Marketing Manager.

With a growing number of iPhones being sold (7MM in Q4 2009, 33MM to date according to Apple), Hello Vino offers both mobile advertising opportunities for brands and an intuitive, user-friendly resource for consumers. Available on iTunes, the latest version of Hello Vino contains new features, including the ability to share pairings and wine brands to consumers' social networks through Twitter and Facebook, allowing for greater brand exposure.

Hello Vino:
<http://www.hellovino.com/>

Hello Vino App 1.1:
<http://www.hellovino.com/wine-iphone-app>

Download Hello Vino:
<http://bit.ly/freewineapp>

Screenshot:
<http://www.hellovino.com/images/app/hello-vino-1.1-foodpairings-01.jpg>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Product Image:

<http://www.hellovino.com/images/hello-vino-featured-app.jpg>

App Icon:

<http://www.hellovino.com/images/hello-vino-app-icon.png>

Hello Vino delivers wine recommendations to PCs and mobile phones, providing wine consumers with the perfect bottle for a meal, occasion, or gift. The free service is available on any cell phone through a mobile Web site, free iPhone app, or text messaging service. Hello Vino launched its Web site and mobile wine pairing service at the Boston Wine Expo on January 24, 2009. More information, including video demonstrations and photos, is available at their website. Copyright (C) 2009 Hello Vino. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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