**Wine Luthier: objective taste profiles thanks to artificial intelligence**

**AI interpretation of the physical and chemical parameters of each wine generates accurate data that facilitates the work of winemakers, wineries and distributors.**

Wine Luthier

[www.wineluthier.com](http://www.wineluthier.com)

In humans, taste is the sense that allows us to appreciate the flavor of food. Taste is a subjective experience, difficult to quantify or explain, and of all the senses we possess, it is one of the most emotional, as it serves as a memory and immediate connection to our experiences. We know what we like in this or that food, what we like to eat or drink, but we are not always able to define our taste in an objective and systematic way.

Among foods, wine is the drink that offers the greatest variety of flavors and tastes. Most consumers like and trust a particular wine or producer because they find consistency in its taste and texture, regardless of when or where they buy it. This is the experience they rely on to purchase their favorite wine.

The customer who buys the first bottle of a specific wine may have chosen that wine through word of mouth, online research or the ubiquity of social media.

The repeat customer who orders or chooses the same wine again expects to have the same experience with the wine they fell in love with the first time. What could be the secret to consistency? At Wine Luthier, we think we know.

**MORE THAN EIGHT YEARS OF RESEARCH**

Wine Luthier is first and foremost the result of a team of wine enthusiasts with a keen interest in AI technology. More than eight years of research by a team of winemakers and data scientists have resulted in the first system capable of objectively defining and organizing the taste profile of any wine. Diego Fernández, an oenologist with more than 20 years of experience in the wine industry, realized that oenology should no longer work solely on subjective criteria and that data analysis, mathematics and data science should be used in the wine world to be more precise in the analysis with more accurate percentage differences between wines.

Our technology has succeeded, for the first time in the world, in drawing the invisible: the taste of a wine. This drawing, obtained in an absolutely objective way on the basis of the AI interpretation of the physico-chemical parameters of a wine, eliminates the disorder derived from the only interpretation, until now, of the taste: that of the subjectivity of each taster.

We recognize that wine is more than a flavor profile and a dot on a graph, and that winemaking is often based on intuition and instinct, on ancient techniques combined with innovation and thousands of other details. However, it can be quite difficult for a consumer to understand. It is through this innovation that we at Wine Luthier are able to provide insight into the mastery of taste. Our mission is to achieve understanding, consolidating decades of oenological knowledge and combining it with artificial intelligence to ensure that winemakers do not lose the consumer who fell in love with their wines in the first place.

**WINE LUTHIER'S TECHNOLOGY**

Wine Luthier is an operational system created to help the wine industry mitigate risk, improve quality control, increase profitability and build customer loyalty.

When a wine arrives in our laboratory, we perform a complete physico-chemical analysis of about 20 parameters using the best technologies currently available. Based on 22 analytical parameters, our AI visualizes and measures the consumer's perceived taste of any wine, representing it according to its four main taste factors: the wine's impression of acidity, Crisp; sweetness, Sweet; mouthfeel, Mellow; and solidity, Grip. These factors translate into a taste balance.

The individual taste balance of each wine is represented in our Wine Positioning System™ (WPS), which accurately describes the difference in taste between any number of wines and allows us to offer customized solutions.

We have clients who produce unique, terroir-driven wines and want to know precisely the taste difference between their parcels so they can make viticultural and enological decisions that optimize their quality. Another client profile is wineries that want to know the difference between their wines and other more commercially successful wines in order to adapt their wine style. We also work with importers, verifying that the different lots or vintages of their suppliers correspond to the profile of the wine requested.

Distributors look to us to organize their range and, using our WPS, to conduct demographic studies on the type of flavor preferred by age groups, gender...

**Last year, our clients increased their sales by 15%.**

**PARTNERSHIPS**

We are working hand in hand with the Polytechnic University of Valencia on neural and mathematical studies on taste perception.

On the other hand, with regard to climate change, we have an agreement with the Rubio-Yeramian laboratory. They have developed Mosaic-Ry™, a technology that provides climatic and edaphic metadata of production areas, which we cross-reference with our Wine Luthier data, establishing a precise relationship between soil, climate and wine style. Once this relationship is studied, we track the climate of the vintage and can predict the resulting style and give real-time viticultural recommendations if we see that weather conditions will deviate the wine style.

**THE FUTURE**

We are developing a software that will be aimed at the consumer. An application that will allow us to know the individual taste preference of each person through their usual consumption, which, crossed with our data, will allow us to offer recommendations of wines that are always in their taste profile with precision. They will know which wine to order or buy and will be able to experiment with new flavors, understanding the differences.

This APP will allow any consumer to photograph the wine list of a restaurant or the shelf of a store and the APP will tell him which wines he will like: not which wines are good or bad or expressive or personal or fruity or mature or crianzas or reservas.... but which wines this person will like.

We have an R&D department that studies innovative solutions. There are many applications of our technology that can be applied to different products.

As for climate change, it is one of the main challenges we face today. That's why we are starting to study different food products and their crops, in order to propose strategies for improvement.

We are also developing projects for the horticulture and canning industries. We are convinced that, after having succeeded in objectively describing the taste of the most complex food in the world (wine), we can follow a similar line of work with foods that are a priori less complicated and depend on as many physical and chemical parameters.

At the same time, we are studying a line of training on management and innovation in the wine sector, trying to transfer all the knowledge, hand in hand with great collaborators who are at the forefront of R&D in the sector.

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