

Producers project x Cinque Quinti

Let's start with the data...

After an initial testing phase, starting from **July** to **December 2024**, this winery in Monferrato degli Infernot, located in Cella Monte, recorded:

79

new leads in the CRM
with Vinhood's Taste Character¹

54

user ratings on products
(on a scale from 0 to 5)

1293

tests completed by customers
among Taste Tests², Expert Tests³, and Recipe/Pairing Tests⁴

750

through transactional emails
with online booking

209

from the widget on
the website

334

via QR code in the Vinhood welcome kit
(interactive cards and welcome panel)

What emerged with the **hospitality manager**?

“ Customers discuss the test at the table and during the wait. ”

“ Those who receive a wine that is not part of the tasting often ask to try it, purchasing a glass or a bottle. ”

“ At the time of payment, it is easier to suggest purchasing the wine based on the Vinhood Character. ”

“ Many reviews have described the test as interesting and fun ”

What is meant by **Taste Character**?

¹Vinhood's Taste Character: The Taste Characters are a system that simplifies the language of products, making it accessible and connected to preferences and consumption moments, helping people describe them in a simple and personal way.

What are the **Vinhood Tests**?

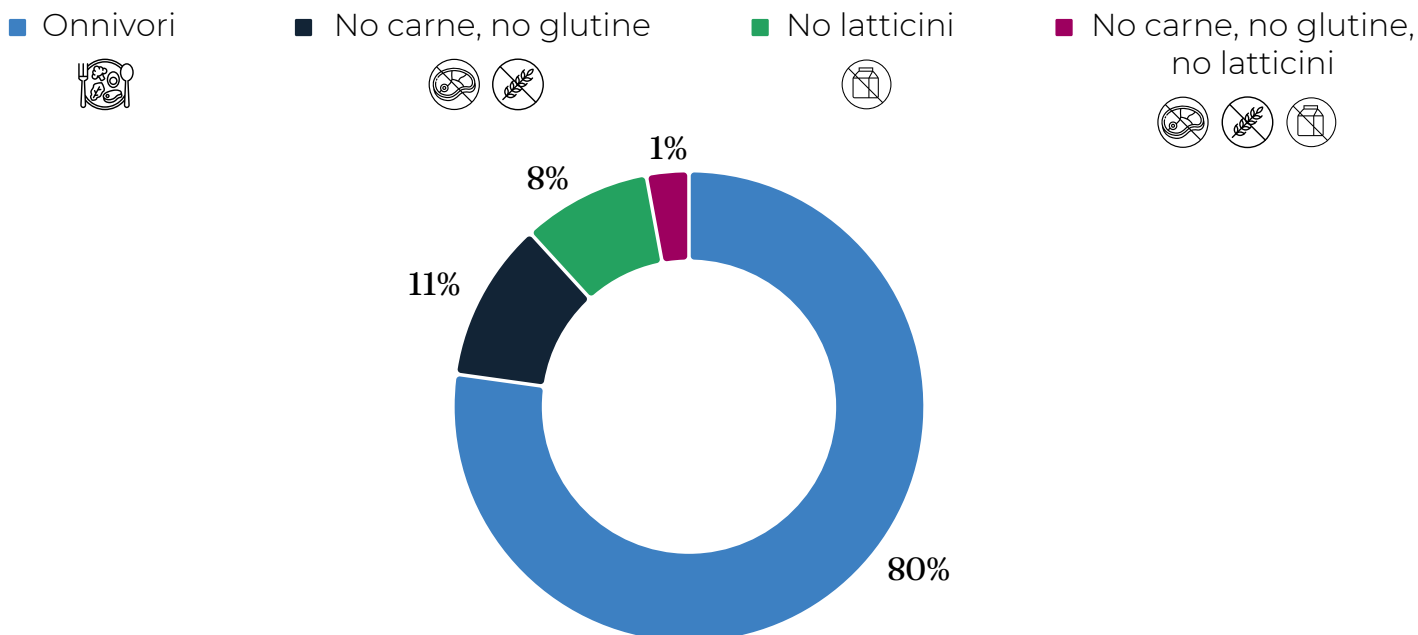
²Taste Test: explores your food preferences to create a "Taste Identity" and recommend the ideal products.

³Expert Test: a more technical version of the Taste Test for experienced users, featuring advanced questions.

⁴Recipe Test: helps find the perfect pairing between wine and recipes chosen or created by the user.

Food Preferences: the winery collects this data to customize its offerings.

Some customers avoid meat, gluten, or dairy for personal choice or necessity. With Vinhood's solution, Cinque Quinti has been able to **gather its customers' food preferences**, evaluating the introduction of new products to pair with its wines, such as an original vegetarian platter or gluten-free bread for those with celiac disease.



Product Feedback: customers have the opportunity to rate the wine

Thanks to the Vinhood solution, Cinque Quinti has been able to **monitor customer ratings of its wines, their preferences, and the scores given on a daily basis**. This information has helped them create targeted marketing campaigns, offer discounts, and invite users on social media and through newsletters to try new products, turning them into ambassadors for the brand.



Rating Scale

4,52 / 5 🍷

Range

- 5 = My soulmate
- 4 = I want more of it
- 3 = Neutral
- 2 = I wouldn't try it again
- 1 = I don't like it