Exsys Case Study

Wine Selection Web Advisor

MenuVino Inc.

MenuVino Inc. has developed several online knowledge automation expert systems with Exsys Corvid® to provide high-level expert advice on wine. One system, "Your Personal Taste Profiler", analyzes web site visitor's personal taste preferences to recommend wines they will like. The "Food and Wines Pairing" system matches wines to particular foods, including details of preparation, sauce, etc. This allows gastronomic advantages with very detailed matching of specific wines to specific ingredients. The systems are part of a commercial site aimed at matching users with their ideal wines.

The MenuVino Profile systems emulate conversations a person would have with their own expert wine steward or sommelier. People often buy a wine without knowing what it will taste like, or really even understanding the aspects of their personal taste preferences that determine which wines they will like. Tastes are very personal to individuals, and it's difficult to have an informed opinion unless they have tested many different wines. The Taste Profiler portion of MenuVino, identifies personal preferences. Using a Corvid system method that asks expert questions to reveal characteristic partiality, users are often intrigued and amused by the unique queries. Once the profile is established, the system recommends appropriate wines, in several price ranges. The system also allows price limitation and feedback opportunities.

Another part of the system pairs wines with foods, recommending the best wines for different flavor combinations. Finding a wine that will complement a meal is difficult unless you are a professional or an expert. The system incorporates many type of foods, ingredients and cooking methods from the US, Canada, France and Australia. Hundreds of ingredients, condiments and styles of preparation cover most of occidental cuisine. Want to know the ideal wine to go with braised kangaroo marinated in Bourgogne mustard and rice wine vinegar - you'll find it here (Domaine André, Mireille et Stéphane Tissot En Barberon 2004 - Red). Maybe you prefer broiled sea bream in lime with coriander salt and grey pepper. (Pétale de Rose côtes-de-provence rosé 2005 - Rosé). This level of detail and granularity can recommend the ideal wines for most any type of meal.

The MenuVino systems are complex Exsys Knowledge Automation systems that capture "deep" expert knowledge in a very complex area and use Corvid's unique MetaBlock approach for probabilistic product selection. In addition, the user interface is run with the Corvid Servlet Runtime, which builds graphical and attractive HTML screens to ask questions. The systems run in both French and English and could easily be adapted to run in other languages.

The full MenuVino system can be run from: **http://www.menuvino.tv/index.php?lang=2**
Users can register for free to run the systems and get expert wine advice.