

Media Clipping: Wine Wherever Apps

From the October 6, 2010, article in the *Sacramento Bee*:

Wine Buzz: Apps Help Newbies Taste Knowledgeably

By Chris Macias

Dahlynn McKowen kept noticing the tapping in people's palms when she visited wine tasting rooms around the Sierra Foothills and beyond. Wine tasters, especially the younger ones, just couldn't get enough of their smart phones – between sips.

McKowen knew it was time to develop a wine application for the iPhone and iPad.

Now, she has 13 Wine Wherever apps that are expected to be released next week. Each app covers a specific region of the United States, offering guides, maps, a tasting journal and other goodies for the plugged-in wine lover.

“This app allows you to ‘taste now and remember later,’ “ said McKowen. “How many times have you gone to a winery, and when you got home say, ‘What was it we tasted, again?’ It’s an app that’ll help you journal and have fun.”

Eleven of the Wine Wherever apps will cost \$2.99. They include Napa Valley, Oregon and the Paso Robles region. Two smaller slices of wine country – California’s north and south coasts – will cost \$1.99.

McKowen, an Orangevale resident who wrote “The Wine-Oh! Guide to California’s Sierra Foothills,” wanted her apps to help ease the anxiety of wine-tasting newbies. The app includes a list of conversation starters for those who might feel intimidated in a tasting room.

“When people are new to wine and walk into a wine tasting room, they don’t always know what to say,” said McKowen. “So there’s icebreaker questions like, ‘Do these wines get better with age?’”

Users can also send their tasting notes to Twitter and Facebook, get winery coupons and also catch up on tasting room etiquette with Stephanie Anderson, the tasting room manager of Bray Vineyards.

“We looked at other wine apps, took from everyone else’s mistakes and formulated what’s hopefully a strong, solid app. There will be some fine-tuning, like anything. But we thought this would be great way to reach a demographic that’s new to wine tasting and give them a fun tool.”

#####

For more information, contact Dahlynn McKowen at Dahlynn@WineWherever.com.