

Chef Vivant releases MySommelier app, making wine and food pairing easy

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MySommelier App Overview Video



(PRLEAP.COM) CARLSBAD, CALIF. Nov. 6, 2013 - The MySommelier App, released by IDC Marketing, Inc. (IDC) and developed with a professional sommelier (wine pairing expert), aims to make it simple to pair the right wine with a meal, providing more than 5.9 million combinations. The app works both ways, allowing the user to search by what wine varietal is on hand or by what meal the user has in mind.

Using Google Recipe View, which returns 10 million recipe searches per day, the information can be instantly expanded to millions of online recipes. Using the visually pleasing menus and easy to navigate layout, users of the app will never have a problem with mismatched flavors when serving guests or dining alone.

"Our primary objective was to develop a market-leading wine pairing app that provides a new and unprecedented level of flexibility and accuracy," said Robert Ochtel, CEO. "With the introduction of our MySommelier Apps, we have accomplished this goal."

The MySommelier Basic and Mysommelier Pro (\$1.99) apps are available only from the Apple App Store.