

MILLESIMA

FINE WINE

Press Release
15 April 2026

FINE WINE, AT YOUR FINGERTIPS

MILLESIMA UNVEILS ITS VIRTUAL ASSISTANT

Powered by several thousand professional tastings each year and driven by a pioneering spirit rooted in the company's very origins, MILLESIMA's virtual assistant enables everyone to find the right wine, using their own words, in a matter of seconds, at any time of day. It is now available at millesima.com.

Choosing a wine should be a pleasurable experience. In reality, when faced with thousands of references and often intimidating terminologies, many hesitate, give up, or fall back on the same familiar choices. This is what we observe daily among our 10 million annual visitors. It is precisely this challenge that our virtual assistant has been designed to address.

A pioneering DNA

We did not wait until 2026 to embrace new technologies. From mail-order wine sales to private customers (1986), to the launch of the first wine-focused e-commerce websites (1997), and an early presence on social media (2012), we have always adopted the tools of our time to better support our clients. It is second nature to us—almost instinctive.

Our virtual assistant follows in this lineage. Over the past three years, our teams have deepened their mastery of the latest technologies, project after project, reaching the level of expertise required to design this tool entirely in-house. Today's technology has made the tool possible; more than forty years of expertise in wine and customer knowledge make it truly meaningful.

“Offering more than 16,000 references is an extraordinary asset, but also a challenge for clients. We have long sought ways to guide their choice without overwhelming them, while maintaining an impeccable level of advice. Our assistant is built above all on our own data: no generic answers, no random recommendations.”

Benoit Gibier, Chief Digital Officer



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Speak as you wish

One of the assistant's greatest strengths lies in its ability to adapt to the language of each user. There is no need to master appellations or memorise the vocabulary of wine. A desire, an occasion, a personal description or a budget is enough.

“ *In a sector defined by highly specialised vocabulary, one of our greatest challenges has always been to speak to everyone, regardless of their level of wine knowledge. The virtual assistant addresses this perfectly: it adapts to each individual.* ”

Brice Dejonckheere, Content & AI Manager



“I'm looking for a full-bodied, fruity red wine for a dinner for £25,” “Which wine pairs with a mushroom risotto?,” “An age worthy wine to remember the birth of a child in 2022”: the assistant understands the intent and provides a precise, well-reasoned response—in the user's own language.

In practical terms, it enables users to:

- ✦ Find a wine based on budget, occasion or personal taste
- ✦ Receive food and wine pairing suggestions from a dish or menu
- ✦ Explore appellations, vintages or tasting profiles
- ✦ Access detailed information on each reference: price, availability, characteristics
- ✦ Less hesitation, more discovery. One question, one clear answer, in just a few seconds.



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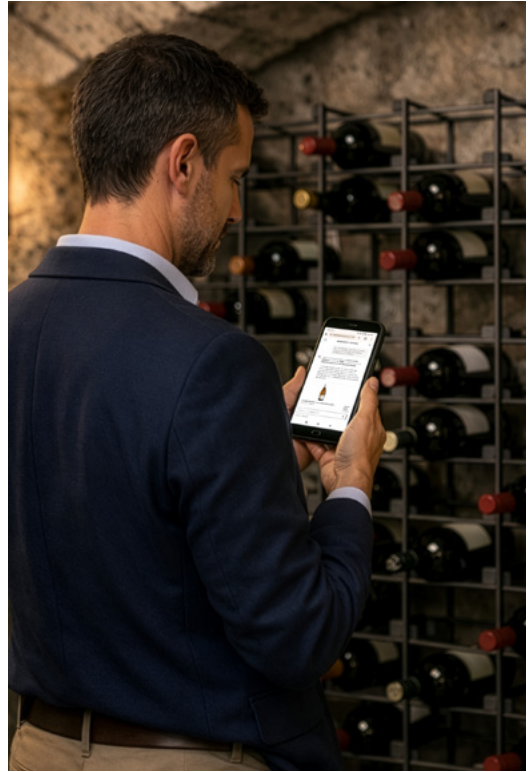
A unique tool, built on Millesima expertise

Our virtual assistant relies neither on an external solution nor on a generic database. Developed and maintained entirely in-house, it is built on a sophisticated architecture and dataset, combining proprietary data with high-quality professional sources.

What powers it in practice: several thousand wines tasted each year by our experts, a nuanced understanding of the expectations of every customer profile, and continuous enrichment by recognised specialists from the wine world. A foundation built over time—dynamic and ever-growing as our expertise deepens.

“ For several years, we have been building an in-depth understanding of our wines and our customers, enriched by our tastings and data analysis. This assistant is the culmination of that effort: advice that is more accessible, more immediate, yet just as rigorous. ”

Hortense Bernard, Marketing and Commercial Director



It is this combination that makes the tool unique: the product knowledge of a leading company that tastes, selects and sells thousands of wines each year, combined with the technological expertise of our teams, who continuously train in the most advanced tools.

“ Developing our own solution gives us complete autonomy. We control the data, the evolution, and the quality of every response. This sets us apart from turnkey solutions. ”

Mathieu Giraud, application developer at the heart of the project

This complete mastery of the entire chain ensures a level of relevance, responsiveness, and continuous improvement that would be difficult to achieve otherwise.



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An extension of human advice

The virtual assistant does not replace our expert advisors. It extends their expertise by providing an immediate response, at any time of day—even when the query is not related to a purchase. A tool that serves curiosity as much as decision-making.

And because the customer experience goes beyond the quality of an answer, we have taken equal care in how the assistant integrates into the website. It has been deliberately designed to remain discreet: no pop-ups, no intrusive prompts. The assistant is present, visible yet silent, leaving visitors free to choose when to engage. From technical architecture to the smallest interface detail, everything has been carefully crafted to support, never to impose. Customer guidance has always been at the heart of our approach; this tool is its natural extension.

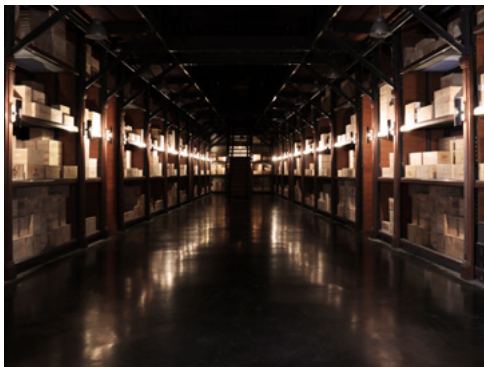
“ Our ambition is simple: to enable every wine enthusiast to find the right wine, at the right moment, without complexity. With this assistant, we are making our expertise more accessible than ever. ”

Fabrice Bernard, CEO



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2026 Press Kit
pressroom.millesima.com

**Interview requests
and information**
media@millesima.com



About MILLESIMA

A family-owned fine wine merchant based in Bordeaux and founded in 1983, MILLESIMA selects wines, champagnes and spirits from every region that meet its exacting quality standards. It sources directly from estates and stores its selection in its cellars, alongside a collection of 2.5 million bottles.

This expertise, combined with its pioneering role in online wine sales as early as 1997, has made MILLESIMA a trusted reference for wine enthusiasts in over 120 countries. Led by Fabrice Bernard, the company continues to nurture the spirit of innovation that has shaped it since its beginnings.



Key figures

- ✦ More than 16,000 references available
- ✦ 23 websites worldwide
- ✦ 10 million annual visitors across Millesima websites
- ✦ Several thousand wines tasted each year by our teams
- ✦ Available 24/7
- ✦ Several hundred daily visits from the very first weeks
- ✦ Over 50% engagement rate with the virtual assistant (more than one in two sessions includes at least one customer interaction)



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