

FINE WINE AT YOUR FINGERTIPS

MILLESIMA INTRODUCES 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-USA.com.

Choosing a wine should be an enjoyable experience. In reality, when faced with thousands of options and often intimidating terminology, many people hesitate, give up, or fall back on the same familiar choices. We see this every day among our 10 million annual visitors. Our virtual assistant was designed specifically to solve this challenge.

A Legacy of Innovation

We didn't wait until 2026 to embrace new technology. From launching mail-order wine sales for private customers in 1986, to creating one of the first wine-focused e-commerce websites in 1997, to establishing an early presence on social media in 2012, we have always adopted the tools of our time to better serve our customers. Innovation is part of our DNA.

Our virtual assistant continues that tradition. Over the past three years, our teams have expanded their expertise in the latest technologies through project after project, ultimately reaching the level of proficiency needed to design and develop this tool entirely in-house. Today's technology made this assistant possible. More than forty years of wine expertise and customer insight make it truly valuable.

> *"Powered by thousands of professional tastings each year and driven by the pioneering spirit that has defined our company from the beginning, MILLESIMA's virtual assistant helps everyone find the right wine using their own words, in just seconds, at any time of day. It is now available at millesima.com."*
>
> **Benoit Gibier, Chief Digital Officer**

Speak Naturally

One of the assistant's greatest strengths is its ability to adapt to the language of each user. There is no need to master wine regions, appellations, or specialized terminology. A preference, an occasion, a personal description, or a budget is enough.

> *"In an industry defined by highly specialized vocabulary, one of our biggest challenges has always been making wine accessible to everyone, regardless of their level of knowledge. The virtual assistant accomplishes that perfectly—it adapts to each individual."*
>
> **Brice Dejonckheere, Content & AI Manager**



Whether someone says, "I'm looking for a full-bodied, fruity red wine for a dinner party under $30," "What wine pairs well with mushroom risotto?" or "I want a wine worth aging to commemorate the birth of a child in 2022," the assistant understands the intent and provides a precise, thoughtful response in the user's own language.

In practical terms, users can:

- Find wines based on budget, occasion, or personal taste;
- Receive food and wine pairing recommendations for a specific dish or menu;
- Explore appellations, vintages, and tasting profiles;
- Access detailed information about each wine, including price, availability, and characteristics;

Less hesitation. More discovery.
One question, one clear answer—in just a few seconds.

A Unique Tool Built on MILLESIMA Expertise

Our virtual assistant is not powered by a third-party solution or a generic database. Developed and maintained entirely in-house, it is built on a sophisticated architecture and data ecosystem that combines proprietary information with high-quality professional sources.



What powers it in practice? Thousands of wines tasted each year by our team of wine experts, a deep understanding of the expectations of every customer profile, and ongoing contributions from recognized specialists in the wine world. It is a foundation built over time—dynamic and continuously growing as our expertise expands.

> *"For several years, we have been developing an in-depth understanding of both our wines and our customers, enriched through tastings and data analysis. This assistant is the culmination of that effort: guidance that is more accessible, more immediate, and just as rigorous."*
>
> **Hortense Bernard, Marketing and Commercial Director**

This combination makes the tool unique: the product knowledge of a leading wine merchant that tastes, selects, and sells thousands of wines every year, combined with the technological expertise of teams continuously trained on the most advanced tools available.

> *"Developing our own solution gives us complete autonomy. We control the data, the roadmap, and the quality of every response. That sets us apart from off-the-shelf solutions."*
>
> **Mathieu Giraud, Application Developer and Core Project Contributor**

This end-to-end ownership ensures a level of relevance, responsiveness, and continuous improvement that would be difficult to achieve any other way.

MILLESIMA
FINE WINE

An Extension of Human Expertise

The virtual assistant is not intended to replace our wine advisors. Instead, it extends their expertise by providing immediate answers at any time of day—even when a customer's question is unrelated to a purchase. It is a tool that serves curiosity just as much as decision-making.

Because customer experience goes beyond the quality of an answer, we paid equal attention to how the assistant integrates into the website. It was intentionally designed to remain discreet: no pop-ups, no intrusive prompts. The assistant is present, visible, and available, while leaving visitors free to engage on their own terms. From the technical architecture to the smallest interface detail, every element was carefully designed to support customers, never interrupt them. Customer guidance has always been at the heart of our approach, and this tool is its natural evolution.

“ Our goal is simple: to help every wine lover find the right wine at the right moment, without unnecessary complexity. With this assistant, we are making our expertise more accessible than ever.
Fabrice Bernard, CEO
”

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About MILLESIMA USA

Established in the Upper East Side of NYC in 2006, Millesima USA is a luxury retail store and the only online fine wine retailer in the United States that hails from Bordeaux. Our family-owned company is oriented on providing our customers with high-end wines, top service and expert wine knowledge.

A Francophile's dream, we have unique access to top wines from Bordeaux, Burgundy and Champagne but also offer a wonderful range of wines from Italy, New Zealand, Germany, the United States and more. Millesima USA works with customers in person and online on a daily basis - to our regulars, we're a neighborhood wine store offering a variety of wines from Bordeaux and beyond. We offer a broad selection of highly sought-after fine wines from around the world, while giving our customers across the United States a unique opportunity to purchase Bordeaux wines Pre-Arrival and En Primeur through one of the most extensive selections available on the U.S. market. From iconic producers to lesser-known hidden gems, our team is delighted to bring you some of the best wine from around the world. We invite you to visit our flagship store, conveniently located at 1257 2nd Avenue, NYC (corner of 66th Street). We would be delighted to welcome you and share our passion for exceptional wines in person.

KEY FIGURES

- **3,000** wine references available
- **2,800+** large format references from magnums to melchiors (18 liters)
- **$1,200** average online shopping cart value
- **50,000** bottles in stock in the U.S.
- **$40** average price per bottle in-store
- **$150** average price per bottle online
- **+45%** growth since 2020
- **5,200** Square feet NYC Store

MILLESIMA-USA.COM

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