

Vivino - CIONET

Buy the Right Wine



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First Idea



By Abby Schultz Nov. 18, 2019 4:39 pm ET



Heini Zachariassen, founder, Vivino

Penta | Barron's

Text size  

Heini Zachariassen was on his way to a dinner party in Copenhagen when he stopped at a supermarket to buy a bottle of wine.

Choosing the right bottle from the wall full of wines was intimidating, and mystifying. “I’m thinking, ‘What the heck do I buy?’” says Zachariassen, 47, who is originally from the Faroe Islands.

At that moment, the seeds were planted for Zachariassen—already a serial entrepreneur—to create an app that would make wine more accessible, as easy to evaluate, understand, and purchase as a book or movie.

In 2010, within two years of the epiphany, Zachariassen had teamed up with a former colleague, product developer Theis Søndergaard, and launched Vivino. Just last week, the number of “scans”—photos taken on Vivino of bottles by customers trying to figure out what wine to buy—crossed the 1 billion mark.

Wall of Wines



Wall of Wines | Getty Images

Vivino Summary

100x more users than closest competitor

We have users in nearly every country worldwide
and commerce offerings in 20 countries

World's largest wine marketplace

100% average annual growth rate last seven years
\$265 million of wine sales in 2020
More than 1.5 billion wine scans

Huge untapped potential

Less than 25% of demand has supply
Always looking to expand the number of wines
available for users to purchase





World's Largest Wine Community

54M

App users

1.8B

Bottle scans

223M

Ratings

14M

Wines

238,000

Wineries

2.5M

Wines explored daily

THE PROBLEM

**Wine is
complicated.**



THE SOLUTION

**Vivino makes wine
clear.**

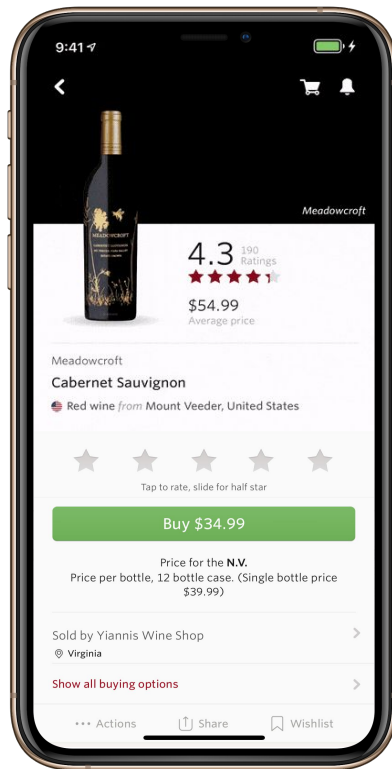


Discovery and Purchasing Made Simple

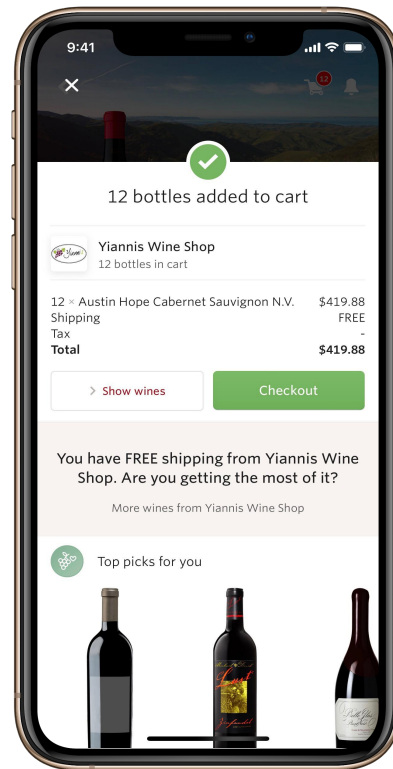
SCAN



LEARN



BUY





Thank you



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