PART OF ANORA

VINGRUPPEN

VINORDIA – SYMPOSIUM WINES – STRØM
HEYDAY WINES – EXCELLARS

NORWAY

15 examples of Generative AI in wine marketing

March 2025

Sebastian Bredal MW

Vingruppen Norway

QUALITY

HABIT

TRY NEW

PRICE

THE FAMILIAR

Lars Chr.

THE DEDICATED

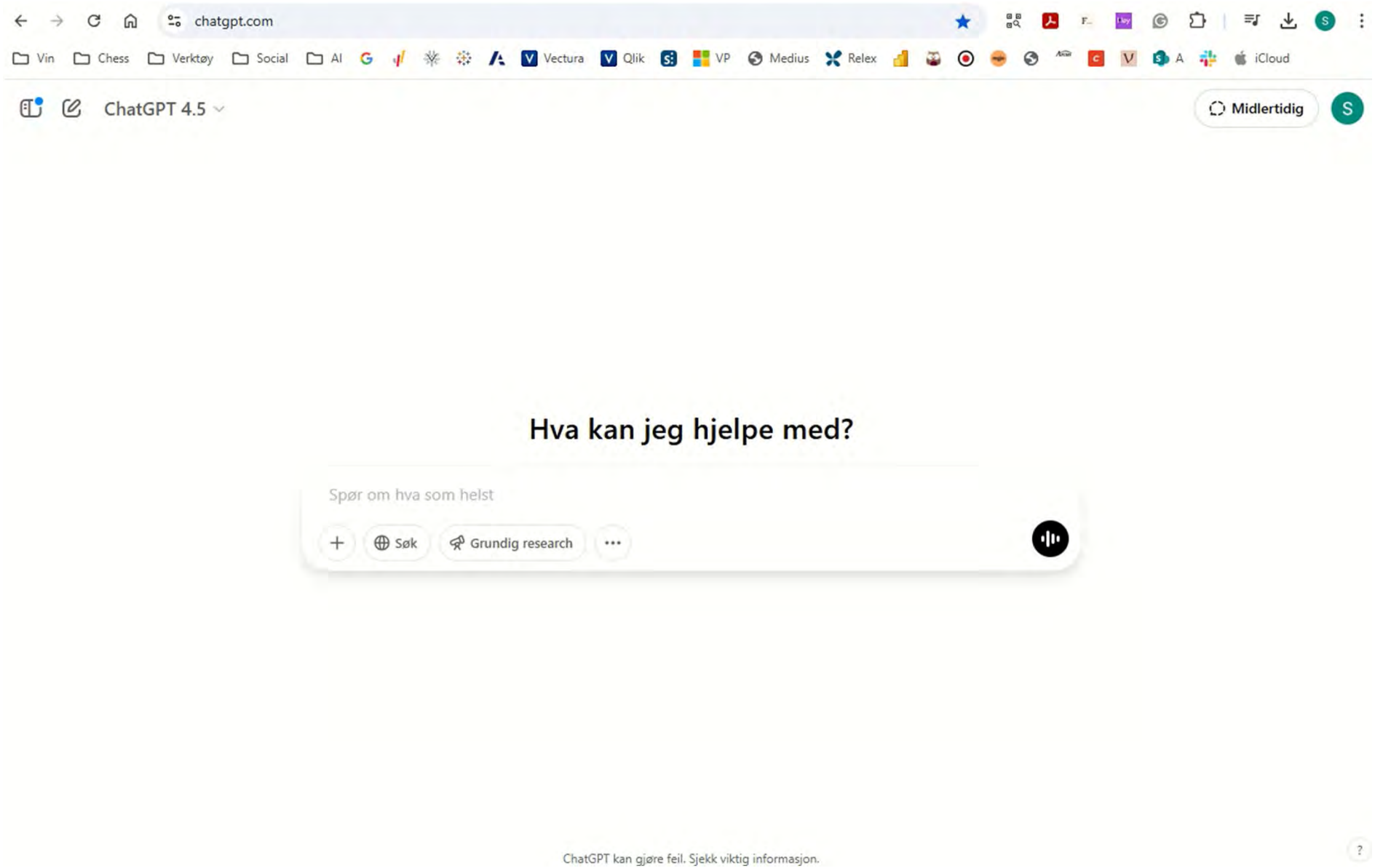
Anders

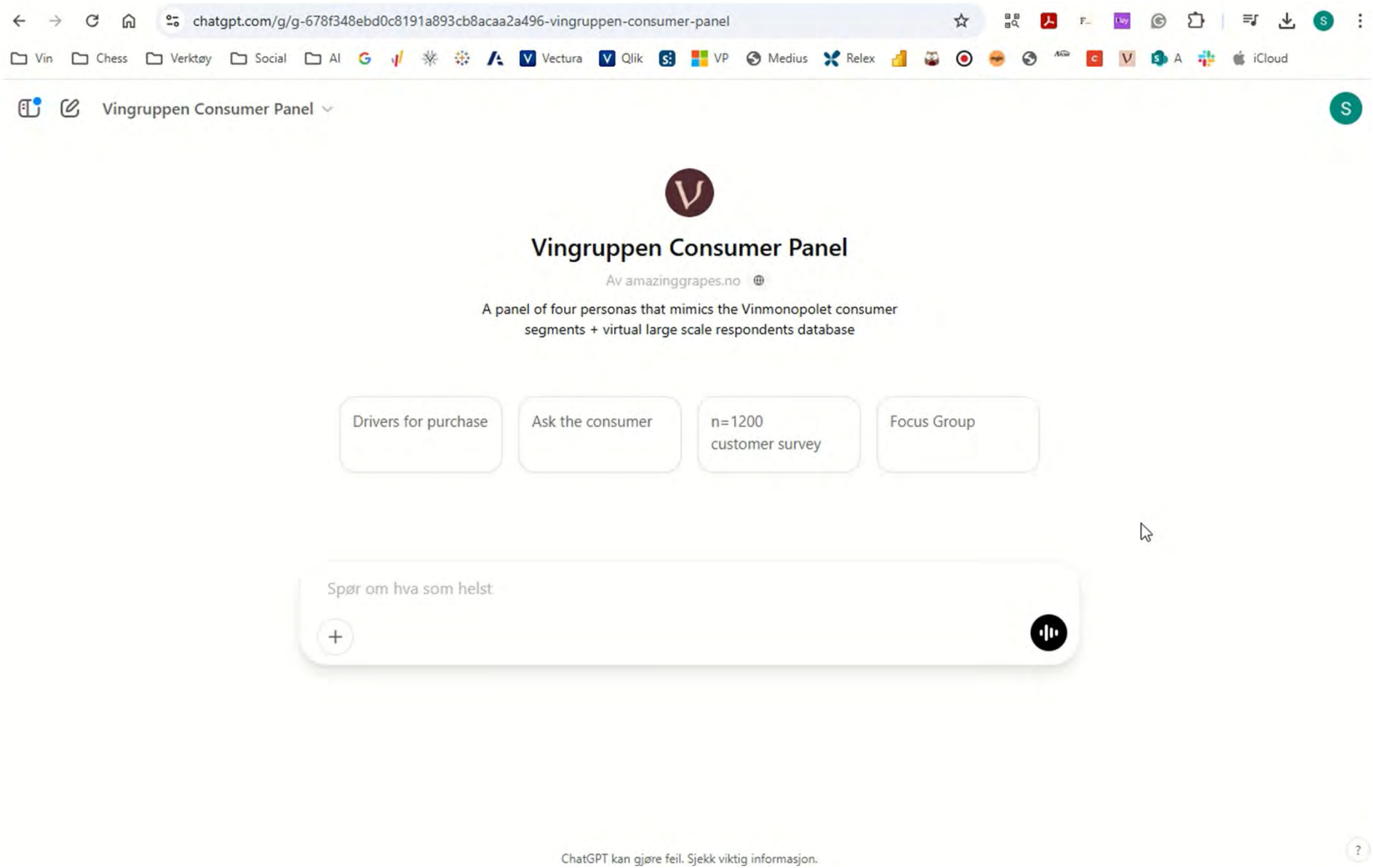
PRICE FOCUSED

MAYA

THE CURIOUS

Oda


chatgpt.com
Vin
Chess
Verktøy
Social
AI
Vectura
Qlik
VP
Medius
Relex
iCloud
ChatGPT 4.5
Midlertidig
S
Hva kan jeg hjelpe med?
Spør om hva som helst
Søk
Grundig research
ChatGPT kan gjøre feil. Sjekk viktig informasjon.


chatgpt.com/g/g-678f348ebd0c8191a893cb8acaa2a496-vingruppen-consumer-panel
Vingruppen Consumer Panel
Vingruppen Consumer Panel
Av amazinggrapes.no
A panel of four personas that mimics the Vinmonopolet consumer segments + virtual large scale respondents database
Drivers for purchase
Ask the consumer
n=1200 customer survey
Focus Group
Spør om hva som helst
ChatGPT kan gjøre feil. Sjekk viktig informasjon.

Paper Harvard - humans vs gpt in market research.pdf - Adobe Acrobat Pro (64-bit)
File Edit View E-Sign Window Help
Home Tools Paper Harvard - hu... ×
1 (3 of 48) 150%
Bookmarks
Introduction
Research Design
Results
Conclusion
Code Example
Prompt Example
Guidelines and Limitations in Querying GPT
Recovering Realistic WTP For Products
Alternative Product Attributes WTP Solicitation Approaches
Human Survey Materials
Prompts and Study Details
Sample GPT Responses
Robustness and Additional Results

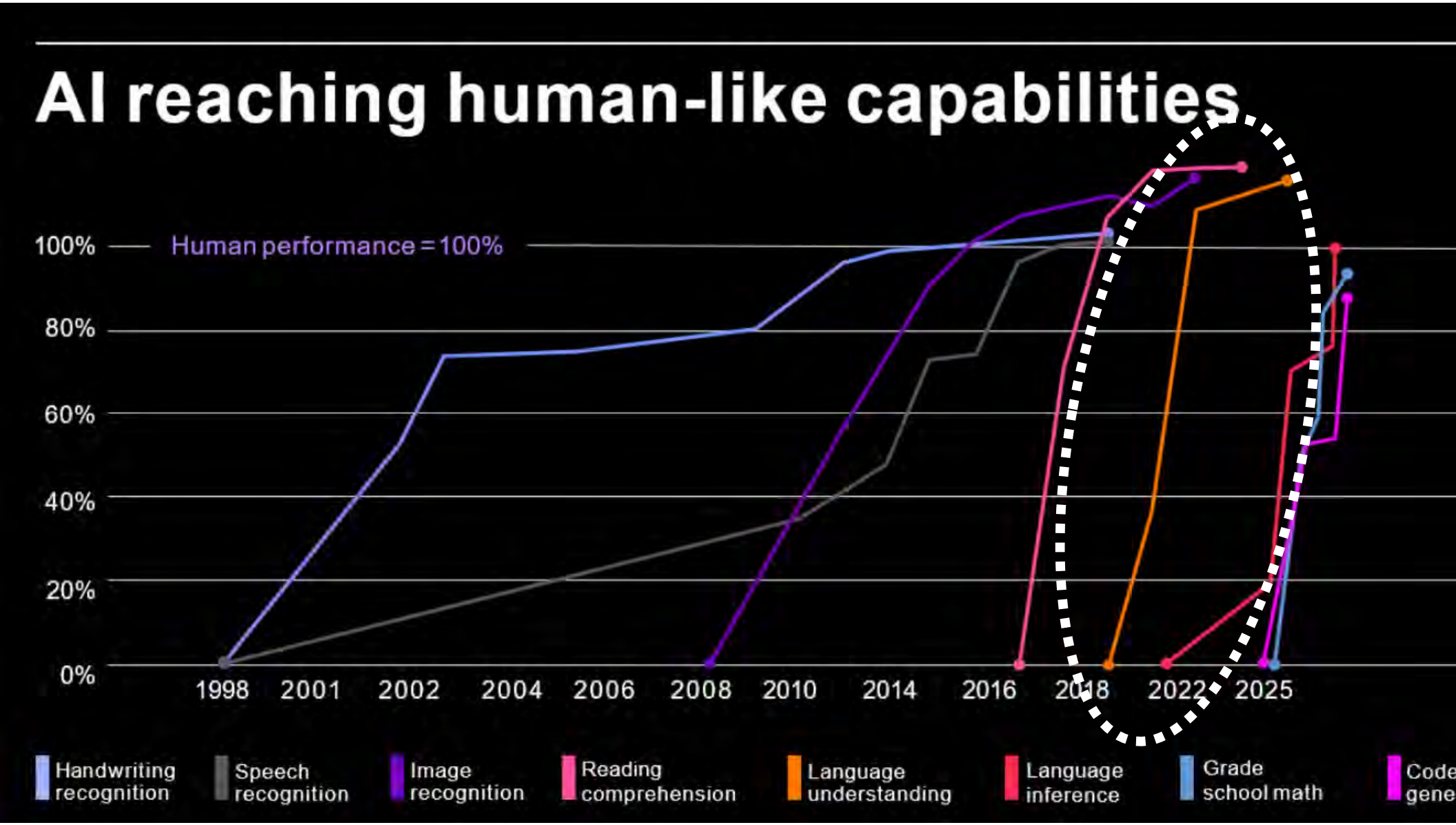
Using LLMs for Market Research*

James Brand† Ayelet Israeli‡ Donald Ngwe†

July 29, 2024

Abstract

Large language models (LLMs) have rapidly gained popularity as labor-augmenting tools for programming, writing, and many other processes that benefit from quick text generation. In this paper we explore the uses and benefits of LLMs for researchers and practitioners who aim to understand consumer preferences. We focus on the distributional nature of LLM responses, and query the Generative Pre-trained Transformer 3.5 Turbo (GPT-3.5 Turbo) model to generate dozens of responses to each survey question. We offer two sets of results to illustrate and assess our approach. First, we show that estimates of willingness-to-pay for products and features derived from GPT responses are realistic and comparable to estimates from human studies. Second, we demonstrate a practical method for market researchers to enhance GPT's responses by incorporating previous survey data from similar contexts via fine-tuning. This method improves the alignment of GPT's responses with human responses for existing and, importantly, new product features. We do not find similar improvements in the alignment for new product categories or for differences between customer segments.


AI reaching human-like capabilities
100%
Human performance = 100%
80%
60%
40%
20%
0%
1998
2001
2002
2004
2006
2008
2010
2014
2016
2018
2022
2025
Handwriting recognition
Speech recognition
Image recognition
Reading comprehension
Language understanding
Language inference
Grade school math
Code gene

By Invitation | Artificial intelligence

Yuval Noah Harari argues that AI has hacked the operating system of human civilisation

Storytelling computers will change the course of human history, says the historian and philosopher

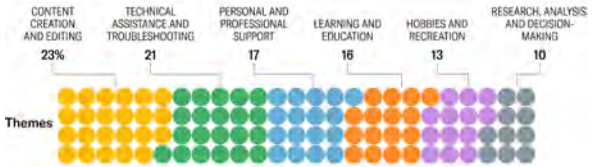


So, AI just hacked the human OS...

...and what has it made us do so far?

How People Are Using GenAI

Have people found ways for generative AI to help lighten their workloads, increase their productivity, or think through problems in new ways? To understand how individuals are using the technology, researchers mined web forums like Quora and Reddit, filtering through tens of thousands of posts to identify 100 different use-case categories, which they then organized into six themes.



Categories

- 1 Generating ideas
- 2 Therapy/companionship
- 3 Specific search
- 4 Editing text
- 5 Exploring topics of interest
- 6 Fun and nonsense
- 7 Troubleshooting
- 8 Enhanced learning
- 9 Personalized learning
- 10 General advice
- 11 Drafting emails
- 12 Simple explainers
- 13 Writing/editing CV/résumé
- 14 Excel formulas
- 15 Adjusting tone of email
- 16 Evaluating copy
- 17 Enhanced decision-making
- 18 Language translation
- 19 Improving code (for pros)
- 20 Drafting a document
- 21 Reconciling personal disputes
- 22 Summarizing content
- 23 Making a complaint
- 24 Recommending movies, books, etc.
- 25 Cooking with what you have
- 26 Generating appraisals
- 27 Creativity
- 28 Medical advice
- 29 Generating a legal document
- 30 Fixing bugs in code
- 31 Drafting a formal letter
- 32 Writing and editing a cover letter
- 33 Personalized kid's story
- 34 Explaining technical documents
- 35 Preparing for interviews
- 36 Critique and counterargument
- 37 Knowledge checks
- 38 Coding for amateurs
- 39 Meeting summaries
- 40 Cleaning up notes
- 41 Explaining legalese
- 42 Spotting logical fallacies
- 43 Creating a holiday itinerary
- 44 Editing a legal document
- 45 Business advice
- 46 Replying to emails
- 47 Generating code (for pros)
- 48 Getting past writer's block
- 49 Generating a lesson plan
- 50 Rubber duck debugging
- 51 Negotiating a deal
- 52 Fact-checking
- 53 Career advice
- 54 Practicing difficult conversations
- 55 Seeing blind spots
- 56 Data entry
- 57 Legal research
- 58 Writing job postings
- 59 Strengthening an argument
- 60 Jumping to the useful info
- 61 Generating video
- 62 Safe space to ask
- 63 Interpreting song lyrics
- 64 Dungeons & Dragons
- 65 Generating relevant images
- 66 Data manipulation
- 67 Homework
- 68 Writing social media copy
- 69 Translating code (for pros)
- 70 Writing realistic web copy
- 71 Using MS Office apps
- 72 Understanding movie plots
- 73 Coding for a basic video game
- 74 Tracking medical symptoms
- 75 Healthier living
- 76 Preparing for meetings
- 77 Explaining idioms
- 78 UX/user story writing
- 79 Suggesting code libraries
- 80 Writing poems
- 81 Work buddy
- 82 Editing video transcript
- 83 Motivating yourself
- 84 Packing for travel
- 85 Sampling data
- 86 Technical use of software
- 87 Helping people with ADHD
- 88 Ad/marketing copy
- 89 Special needs education
- 90 Spotting anomalies
- 91 Building a business plan
- 92 Refining prompts
- 93 Helping entrepreneurs
- 94 Building a website/app
- 95 Writing blog posts
- 96 Writing a funding proposal
- 97 Writing a press release
- 98 Editing digital images
- 99 Planning workouts
- 100 Project management

Categories

- 1 Generating ideas
- 2 Therapy/companionship
- 3 Specific search
- 4 Editing text
- 5 Exploring topics of interest
- 6 Fun and nonsense
- 7 Troubleshooting
- 8 Enhanced learning
- 9 Personalized learning
- 10 General advice
- 11 Drafting emails
- 12 Simple explainers
- 13 Writing/editing CV/résumé

AI

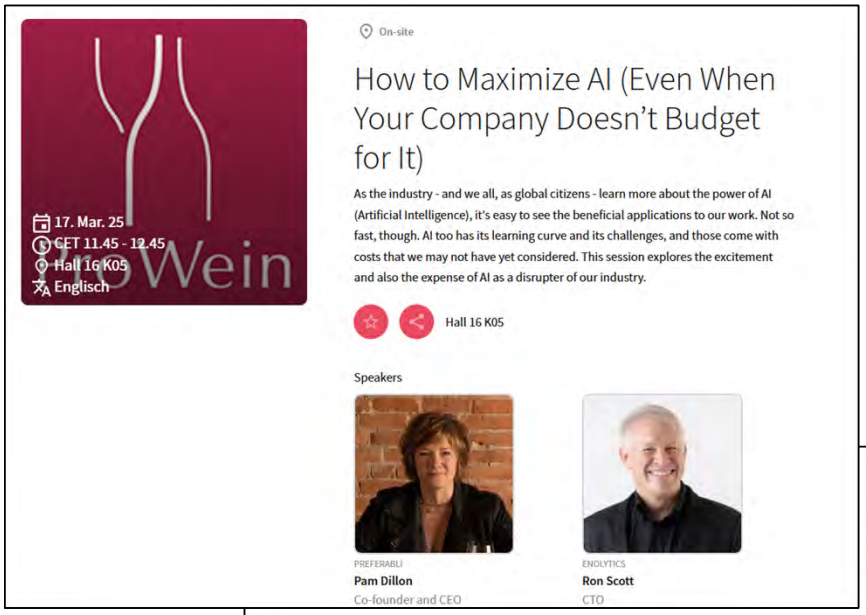
ChatGPT saving staff 8 hours per week, Pennsylvania governor says

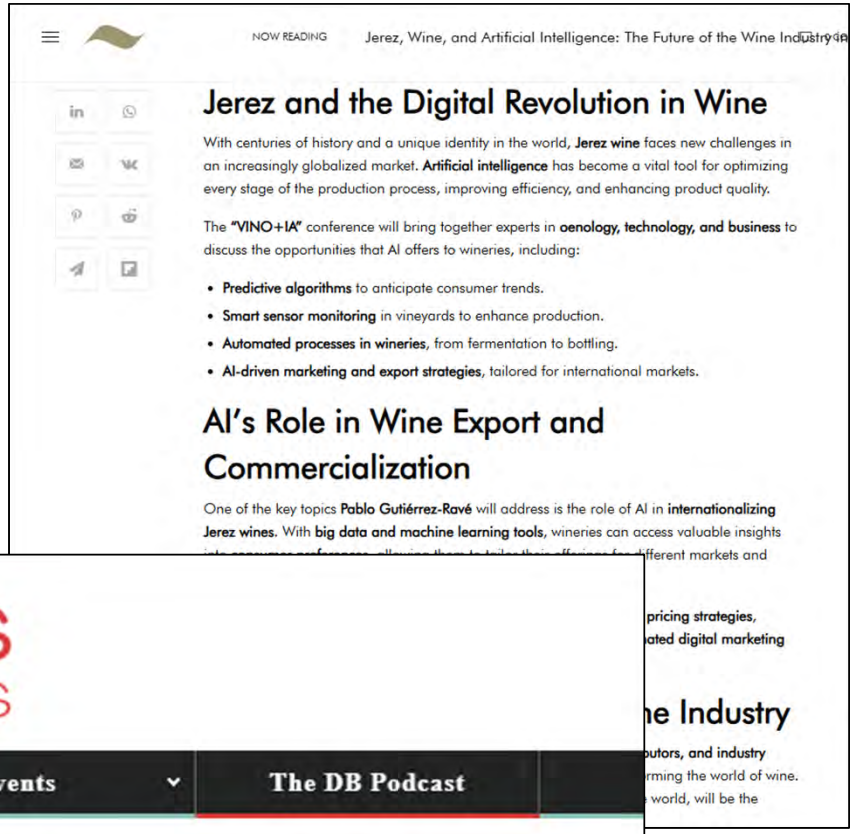
"We found that human nuance and experience is essential to getting the most out of AI," Pennsylvania Gov. Josh Shapiro said of the state's AI pilot program.

BY KEELY QUINLAN • MARCH 21, 2025

Listen to this article 3:17 Learn more.

State of AI in the marketing of wine


ProWein
17. Mar. 25
CET 11.45 - 12.45
Hall 16 K05
Englisch
On-site
How to Maximize AI (Even When Your Company Doesn't Budget for It)
As the industry - and we all, as global citizens - learn more about the power of AI (Artificial Intelligence), it's easy to see the beneficial applications to our work. Not so fast, though. AI too has its learning curve and its challenges, and those come with costs that we may not have yet considered. This session explores the excitement and also the expense of AI as a disrupter of our industry.
Hall 16 K05
Speakers
PREFERABLI
Pam Dillon
Co-founder and CEO
ENOLYTICS
Ron Scott
CTO

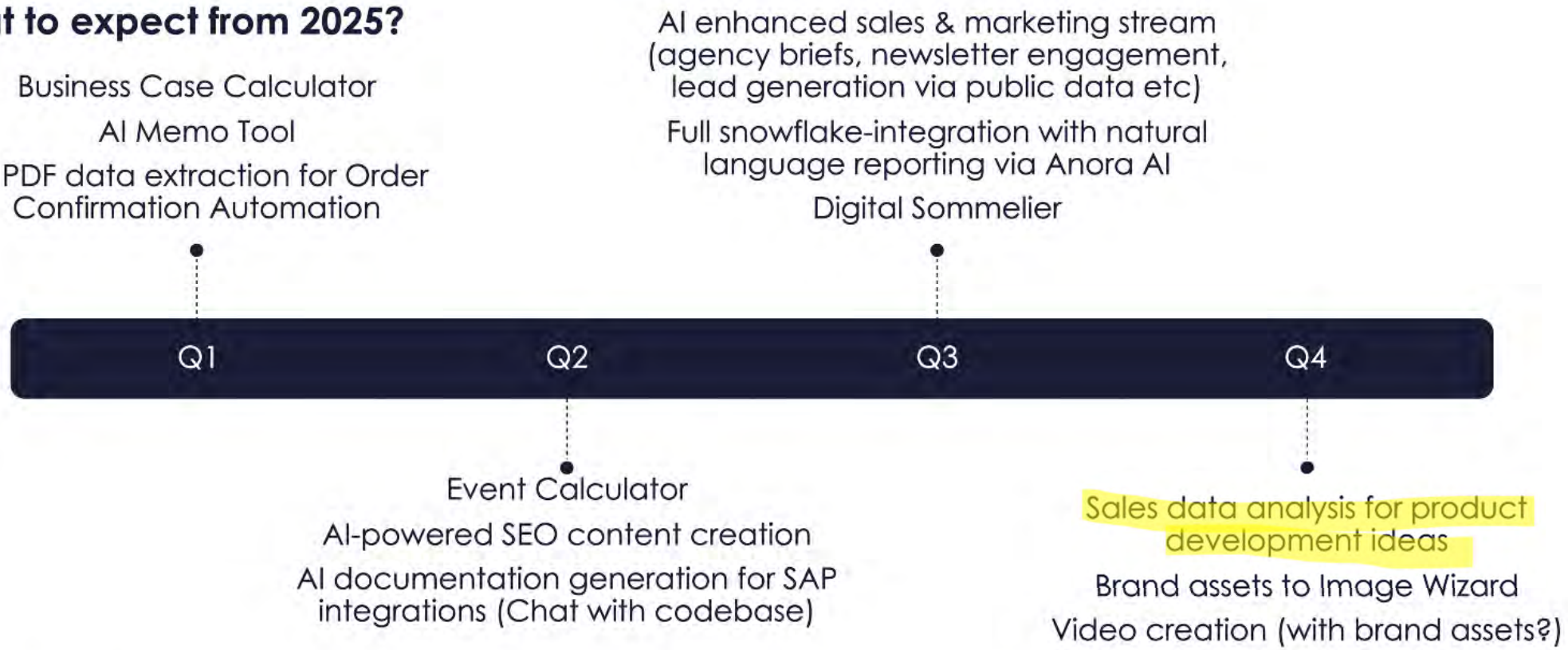

NOW READING
Jerez, Wine, and Artificial Intelligence: The Future of the Wine Industry
Jerez and the Digital Revolution in Wine
With centuries of history and a unique identity in the world, Jerez wine faces new challenges in an increasingly globalized market. Artificial intelligence has become a vital tool for optimizing every stage of the production process, improving efficiency, and enhancing product quality.
The "VINO+IA" conference will bring together experts in oenology, technology, and business to discuss the opportunities that AI offers to wineries, including:
Predictive algorithms to anticipate consumer trends.
Smart sensor monitoring in vineyards to enhance production.
Automated processes in wineries, from fermentation to bottling.
AI-driven marketing and export strategies, tailored for international markets.
AI's Role in Wine Export and Commercialization
One of the key topics Pablo Gutiérrez-Ravé will address is the role of AI in internationalizing Jerez wines. With big data and machine learning tools, wineries can access valuable insights
pricing strategies,
ated digital marketing
ne Industry
utors, and industry
rming the world of wine.
world, will be the


the drinks business
Global Wine Masters
WLC
Events
The DB Podcast
NEWS
Five ways AI is impacting the wine trade
25 OCTOBER 2024
By Lauren Eads

AI Roadmap

Optimize, identify and pilot new AI tools and capabilities

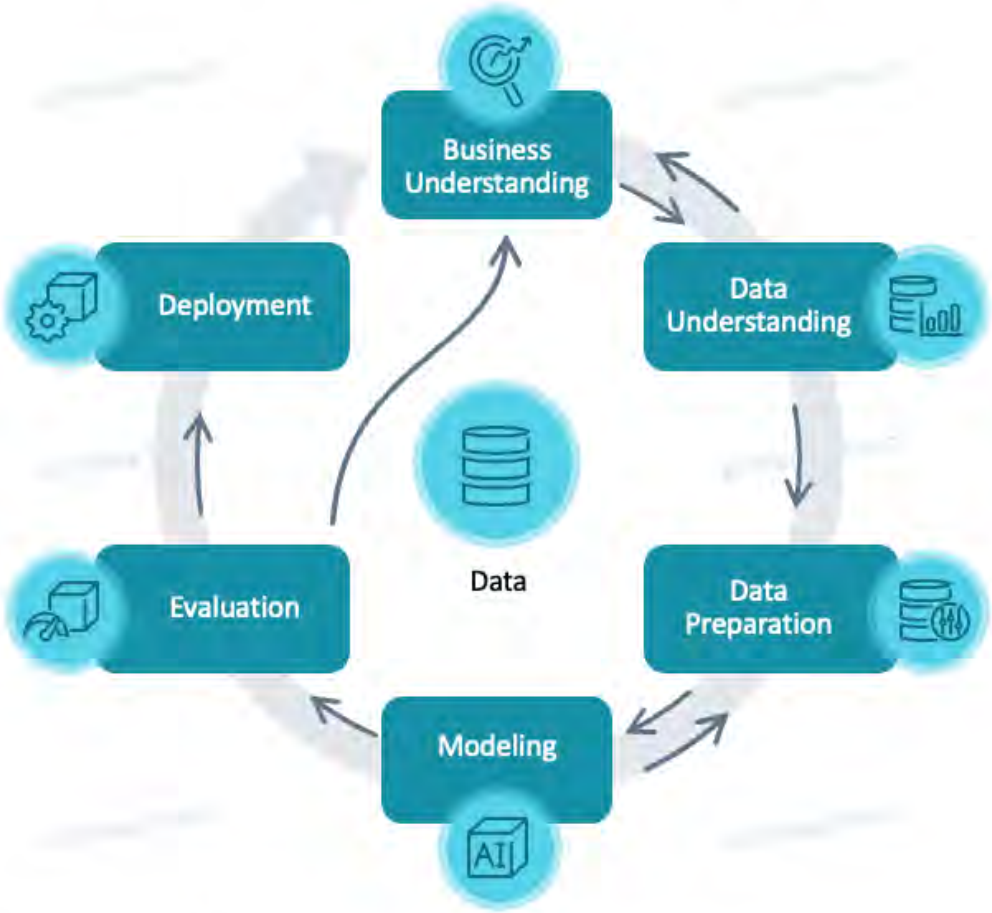
What to expect from 2025?



ANORA

CRISP-DM Framework Diagram of Data Mining Process

Cross Industry Standard Process, Predictive Model Development, Cycle Flowchart

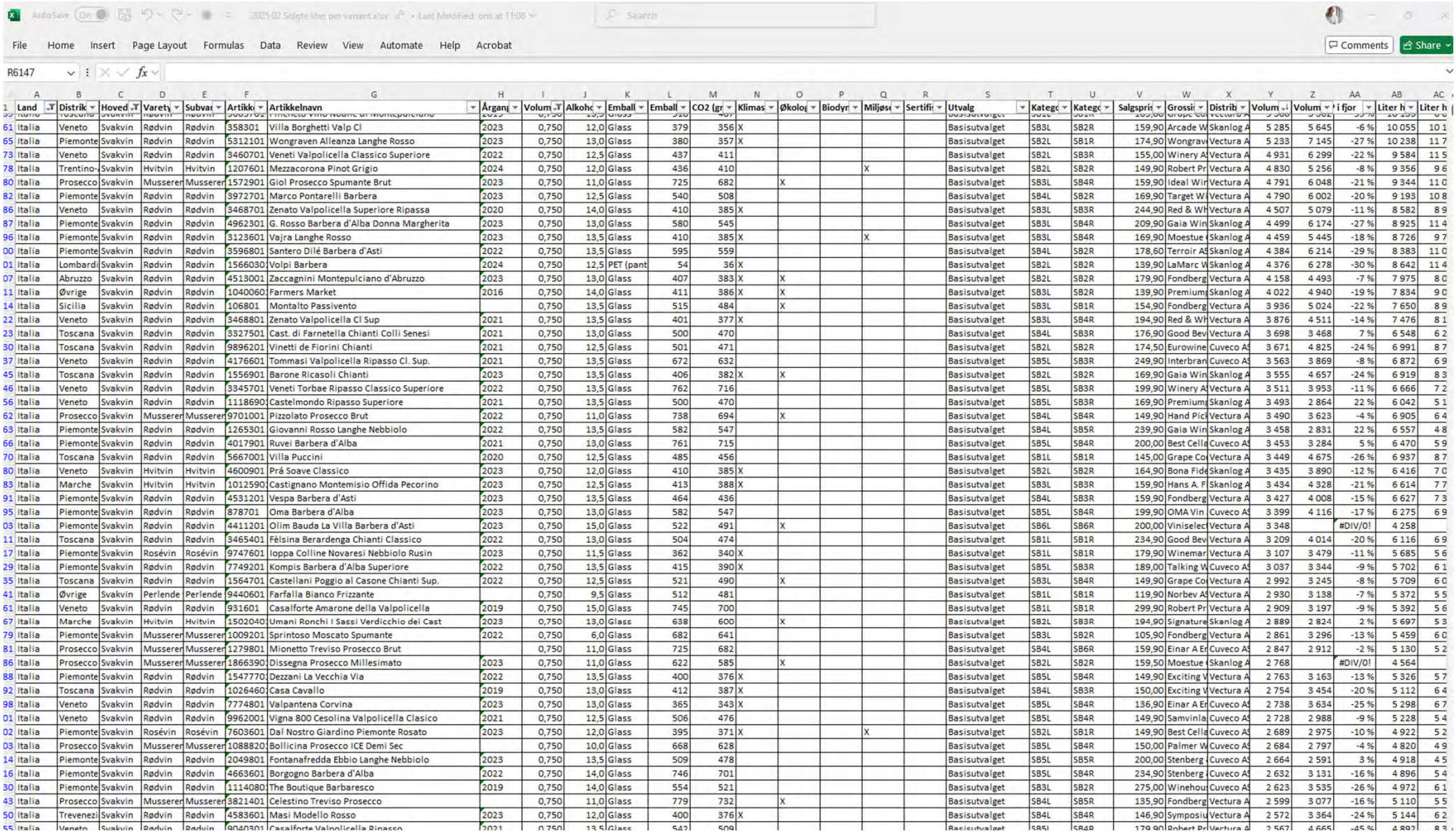


Explanation

CRISP-DM stands for **Cross Industry Standard Process for Data Mining.**

- Methodology for developing Machine Learning models e.g. for prediction, credit scoring, risk management.
- Created I 1996 by data analytics industry leader companies (SPSS, Teradata, Daimler, NCR)

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AVEL VALUE
Heinemann
DUTY FREE
Welcome Willkommen
DRINK IT ICE COLD
NIGHTS
-18°C
DRINK IT ICE COLD
SERVICES
%
WODA
WASSER
WATER
VATTEN
NEPO

Smaker av vår



Ingvild Tennfjord
Vinspaltist

Ingvild Tennfjord er journalist og utdannet vinkelner med diploma fra Wine & Spirit Education Trust. Hun har skrevet ni vinbøker og er en ettertrakt et foredragsholder.

Utvalg vinanmeldelser

Basis:
Polets varesortiment. Kategori 2-butikker har ca. 400 varer. Kategori 6 har ca. 2500.

Bestillingsutvalg:
Importørenes egne produkter. Bestilles og leveres via Polet.

Testutvalg:
Testes i seks måneder. Selger produktet, beholder det hylleplassen.

Fools spring, kaller de det. Jeg husket uttrykket da jeg en morgen sto og skrapet is av frontruten. Hva i huleste? Solen var jo begynt å varme. Jeg hadde pakket bort vinterjakken. Og så – som en hån – gjorde vinteren comeback. Hva tenker du vi bør gjøre? Skal vi akseptere at den norske vinteren liksom aldri tar slutt? Eller skal vi ta saken i egne hender og skjenke oss smaker som lokker frem vårfølelsen og fremtidstroen? Du vet svaret allerede. Så hva kjennetegner det jeg kaller en smak av vår?

En sart grønn friskhet. Duft av grønt! Noen ganger kryper den opp over kanten av glasset. Aromaen kan minne om asparges, urter eller nyslått gress. Egentlig snakker vi om en kjemisk forbindelse, slik vi også gjør i vin. Men assosiasjonene duftene vekker, passer perfekt for denne tiden. Se for deg den første hestehoven. Snøklokker som karrig står i snøflekkede grøftekanter. Akkurat nå ser gressplenen miserabel ut. Snart begynner de første grønne stråene å spire frem. Kan vi gjenfinne duften selv før våren er kommet skikkelig på plass? Druen sauvignon blanc er kanskje det tydeligste eksempelet. Riesling et annet. Slik «grønn duft» er et litt betent tema i vinverdenen. For selv om nesten alle anerkjenner at nesle- og urteduft er et gode, synes mange at det lett bikker over. Kjennes det som om vinen er dynket med grønn paprika eller tomatstilk? Da blir det plumpt og tabloid. Jeg er på jakt etter den delikate grønne duften som pirrer nesevingene. Ikke knyttneven i fjeset.

En vin som lever i munnen? Energi! Kan man egentlig si at en vin har energi? Spør du naturvins-entusiastene, er de ikke et sekund i tvil. Min definisjon er en litt annen. En vin med mye syre kan gi opplevelsen av at vinen spretter, eller nesten stiger i munnen. Rent fysisk kan du kjenne spyttproduksjon under tungen og en følelse av stråler opp på siden av tungen. Den «opp-over-bevegelsen» tenker jeg ofte på som spenst. Energi kan jeg også knytte til ettersmaken. Blir smaken av frukt liggende som en død sild i munnen etter at du har tatt en slurk? Eller kjennes det som om ettersmaken endrer seg og «lever»? I Baskerland har de en vinstil som faktisk prikker litt på tungen. Har du drukket vinho verde og kjent det samme? Akkurat den følelsen minner meg om vår.

Viner til vårens mat. Matvennlig! Sist, men ikke minst kan vinene lett kombineres med et enkelt måltid. Nå er de første aspargesene kommet i butikkene. Damp eller kok dem lett, hell over fyldig saus og skjenk deg en Chablis eller rosé. Ukens viner funker til grønne, lette retter. Heldigvis er de også delikate nok til å stå på egne ben. Da trenger du bare en solvegg, en varm jakke og øyne som plirer mot vårsolen. Kos deg!

Hiruzta Txakolina
Spania



Pris: 199,90 kr.
Varenr. 10061301.
Basis, polkat. 3

Utrolig! Egentlig hadde ikke denne hvitvinen sjans til å klare seg i hyllen. Tungekrøllende navn, vinområde som ofte går under radaren – Baskerland. Men denne smaker av vår! Den er saftig, med spenst, dufter grønt og har energi på tungen. Drikk den i solveggen, innpakket i pledd.

Kruger-Rumpf Phyllit Feinherb
Tyskland



Pris: 196,90 kr.
Varenr. 851901.
Testutvalg, polkat. 6

Nå trenger du en boks sushi og denne i glasset. Stjerneprodusenten har laget en matvennlig hvitvin til hurrapris. Den har litt sødme i seg, men oppleves ikke som søt, bare raus, digg og supergod. Kler også asiatiske retter og vårlengt.

La Manufacture Laroche Petit Chablis
Frankrike



Pris: 335 kr.
Varenr. 10836401.
Bestillingsutvalg.

Før global oppvarming kunne petit chablis kjennes litt eplekart-aktig. Nå seiler vinene opp som klimavinnere. Dette er glitrende! Dufter av hav, sitrus og gul frukt. Smaken forandrer seg underveis, med en lang, dynamisk ettersmak. Drikk til all mat fra sjøen. Men strengt tatt trenger du ingenting annet.

6
Dom. de Sulauze Pomponette
Frankrike



Pris: 232,90 kr.
Varenr. 496601.
Bestilling, inne på 43 pol.

Vår betyr rosévin! Og Pomponette leverer i år igjen. Dette er en florlett, blekrosa rosé fra Provence. Smaken er mild, men legg merke til detaljene. For meg er dette vår på flaske. Den vil bli utsolgt innen få uker.

6
Planeta Rosé
Italia



Pris: 189,90 kr.
Varenr. 5089301.
Basis, polkat. 5

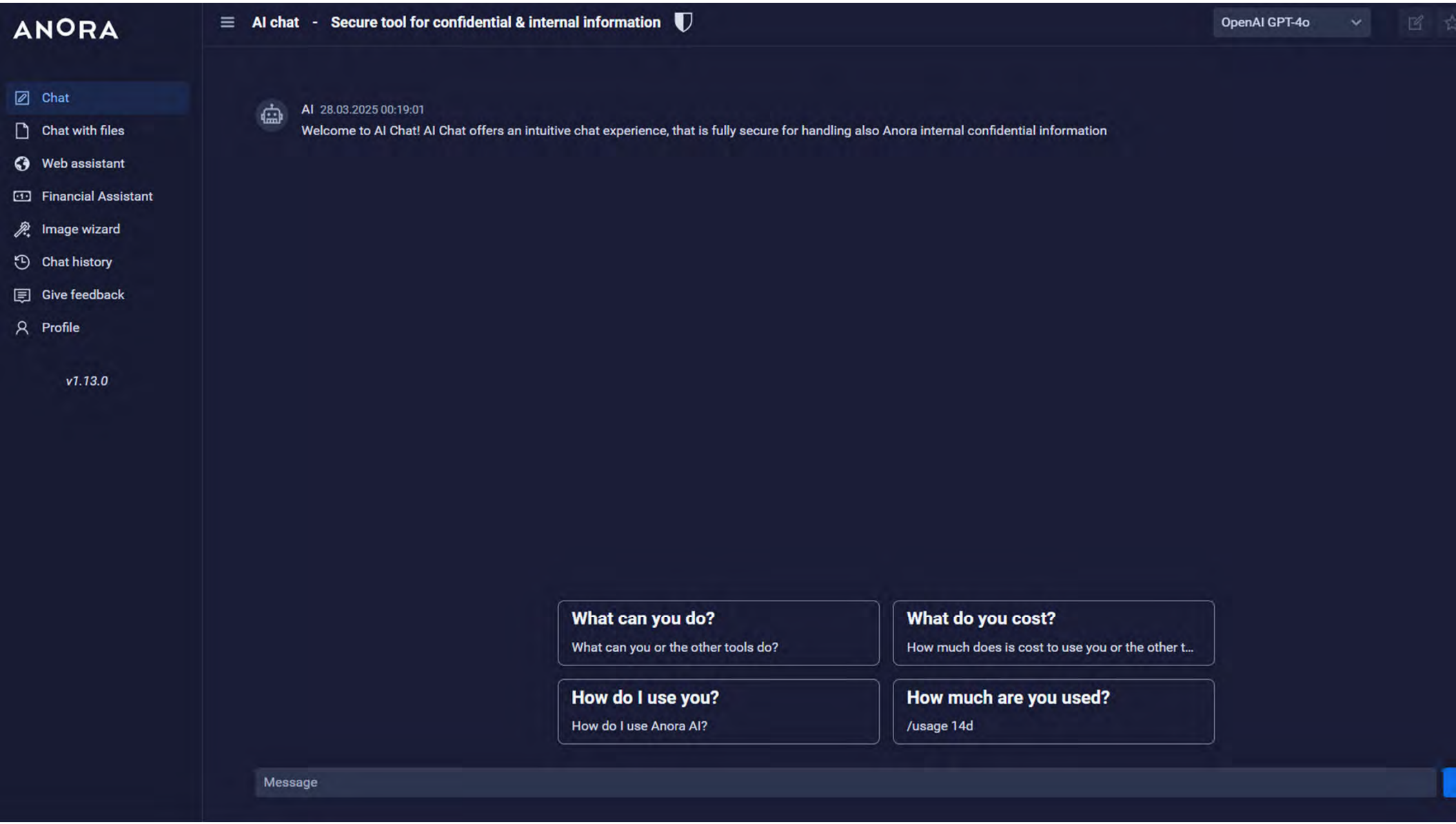
Liker du roséviner med litt mer kraftfull smak? Da velger du denne vinneren fra Sicilia. Den har mer konsentrert og tydelig smak av bær enn de sørfranske. Salt avslutning. Fyller munnen med smak uten å støye eller overdøve.

5
Wisdom Tree Dão Palhete
Portugal



Pris: 196,50 kr.
Varenr. 18964001.
Basis, polkat. 3 Terningkast 5

I overgangen mellom rosé og rødvin finner du denne portugisiske nykommeren. Silkemyk munnfølelse, finkornet tørrhet. Leskende smak av bringebær og morell. Imøtekommende og sart, akkurat som våren selv. Kos deg!


ANORA
AI chat - Secure tool for confidential & internal information
OpenAI GPT-4o
Chat
Chat with files
Web assistant
Financial Assistant
Image wizard
Chat history
Give feedback
Profile
v1.13.0
AI 28.03.2025 00:19:01
Welcome to AI Chat! AI Chat offers an intuitive chat experience, that is fully secure for handling also Anora internal confidential information
What can you do?
What can you or the other tools do?
What do you cost?
How much does is cost to use you or the other t...
How do I use you?
How do I use Anora AI?
How much are you used?
/usage 14d
Message

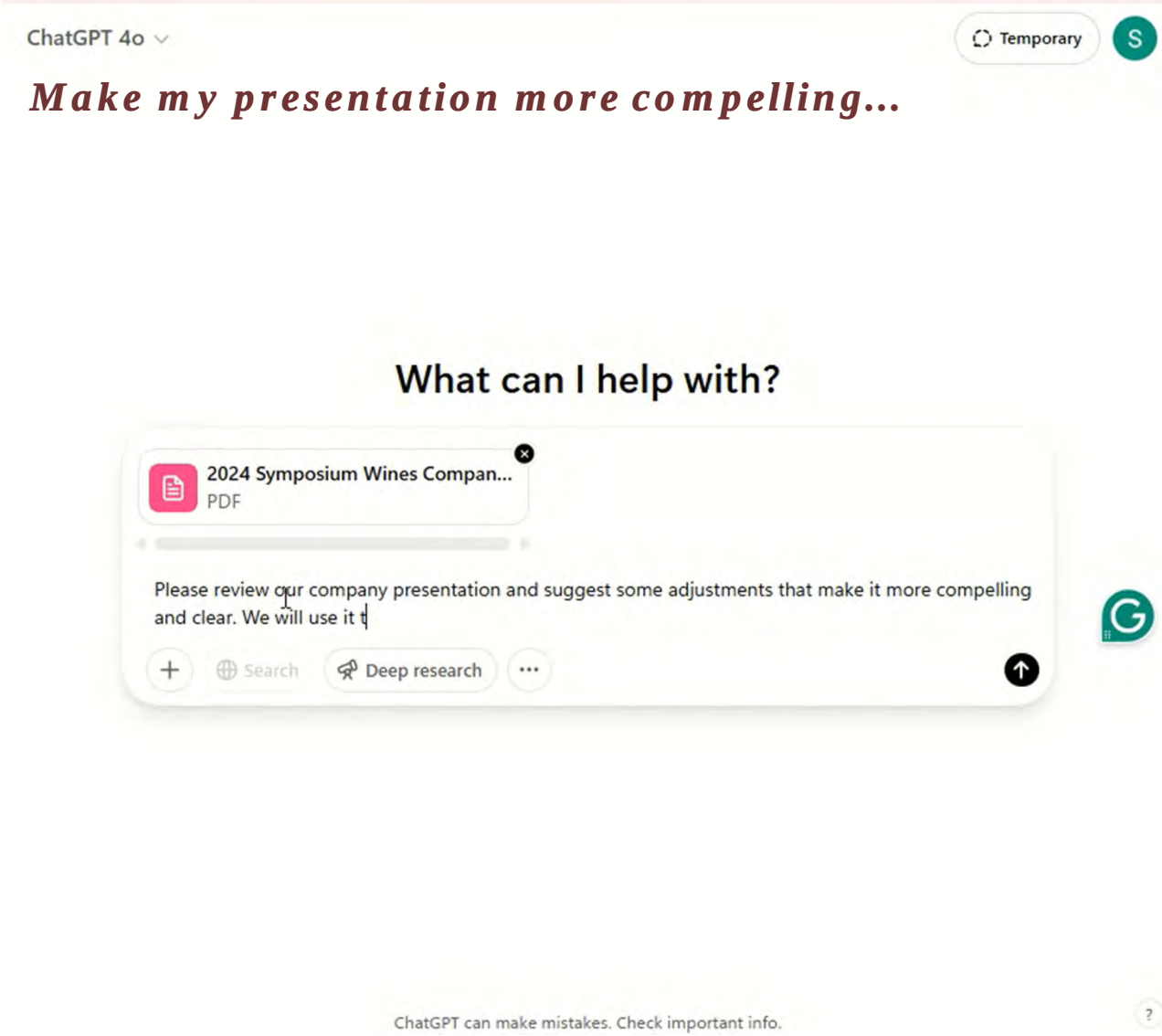
Generative AI in wine marketing

Back-end

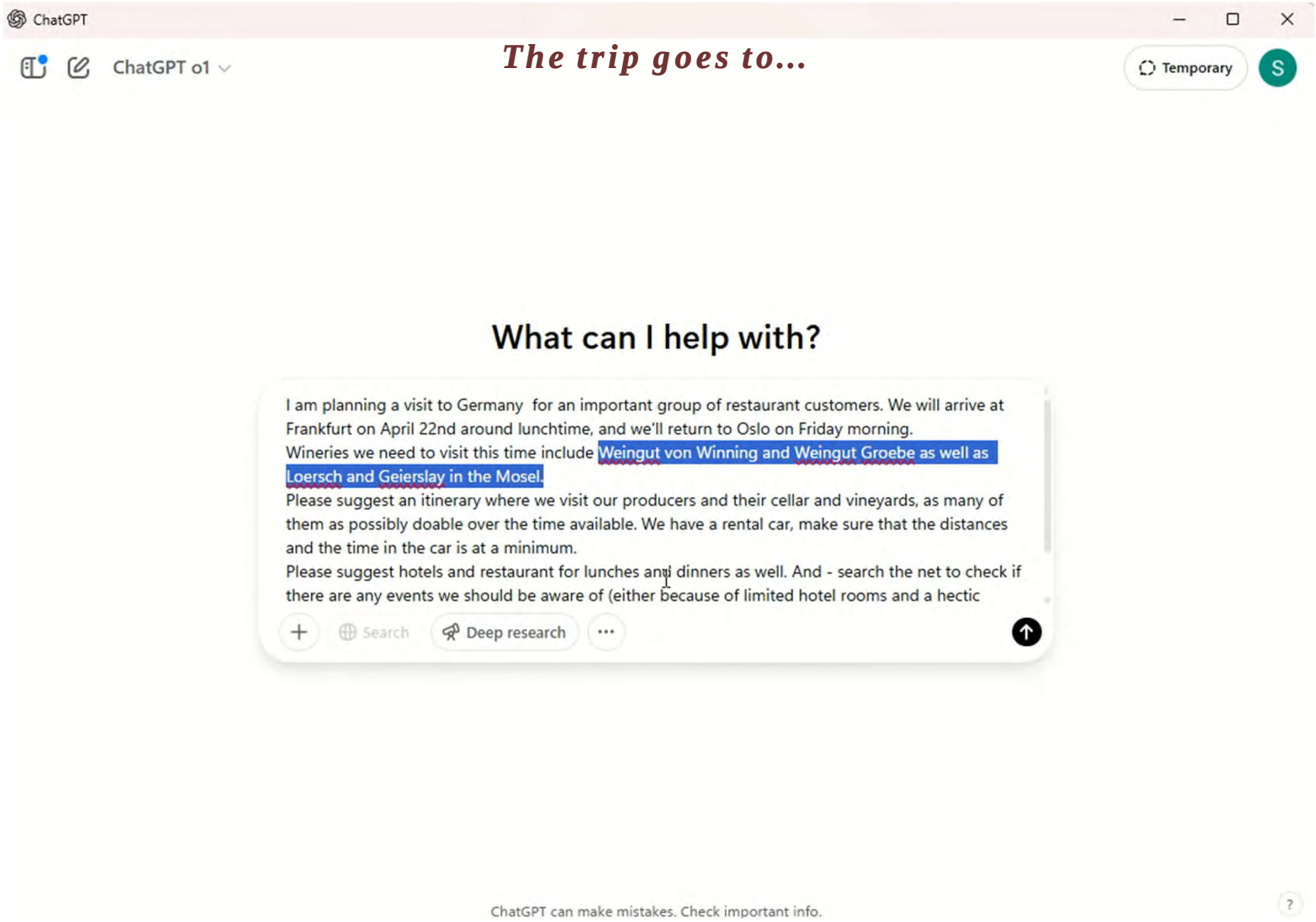
1. Admin productivity
2. Horeca training
3. Staff training
4. Legal assistance
5. Recruiting
6. Onboarding
7. Market research
8. Project management

Front-end

9. Product management
10. Label copywriting
11. Label verification
12. Content creation
13. Storytelling
14. Tender verification
15. Customer training
16. Customer service


ChatGPT 4o
Temporary
S
Make my presentation more compelling...
What can I help with?
2024 Symposium Wines Compan...
PDF
Please review our company presentation and suggest some adjustments that make it more compelling and clear. We will use it t
Search
Deep research
ChatGPT can make mistakes. Check important info.

The trip goes to…



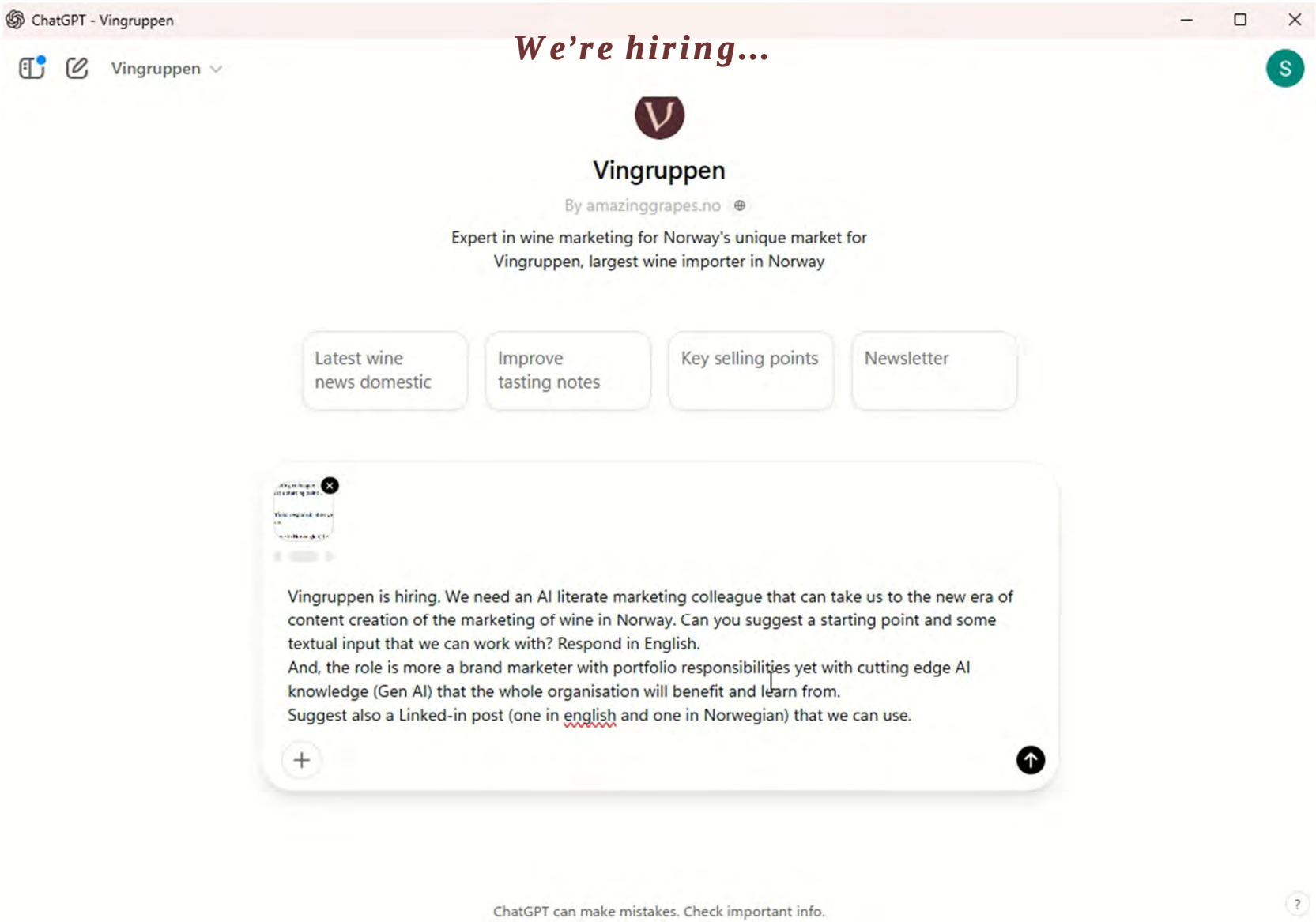
Thon Wine Academy Study Buddy…



Review a contract...

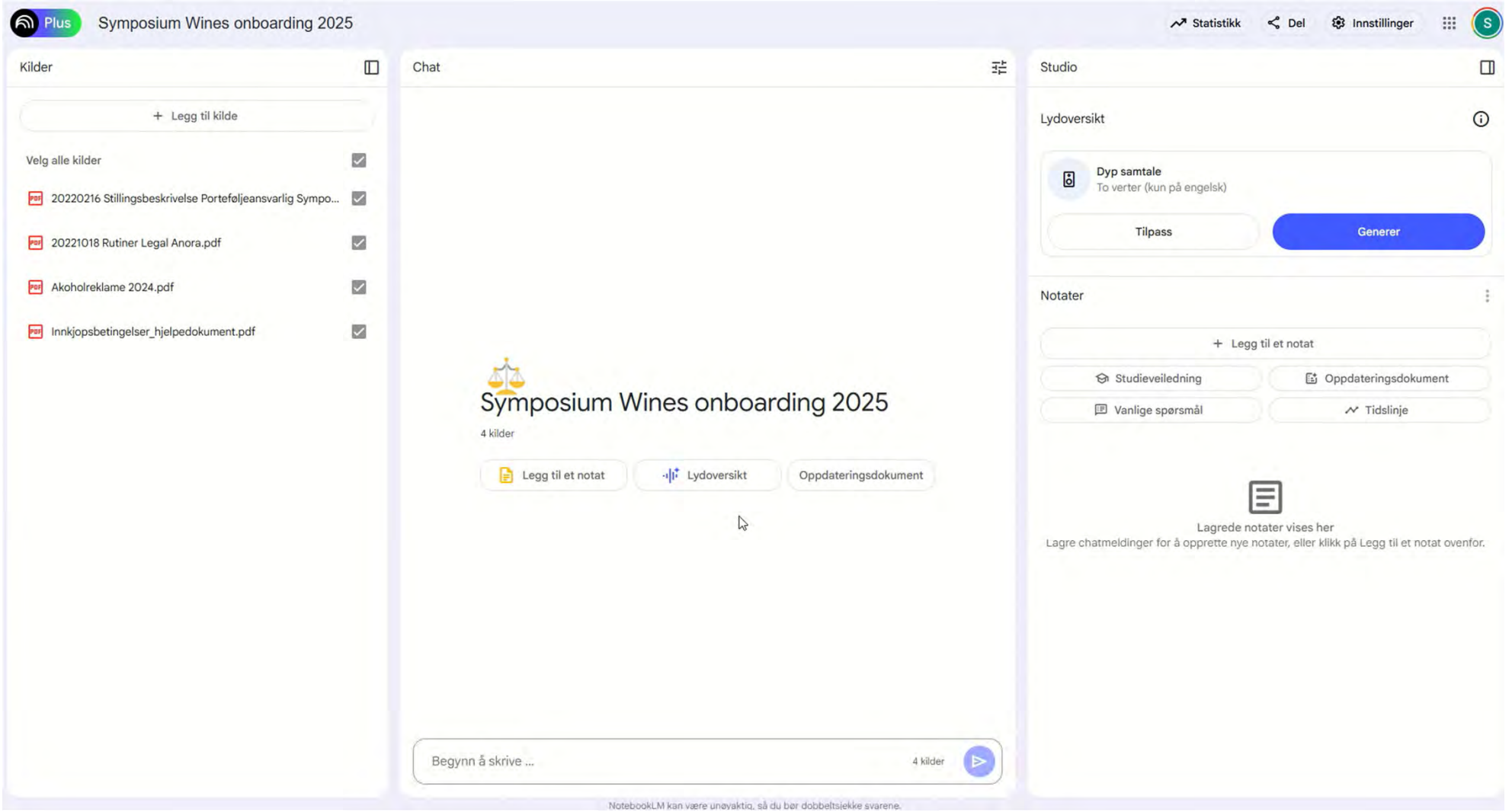


We're hiring...


ChatGPT - Vingruppen
Vingruppen
S
Vingruppen
By amazinggrapes.no
Expert in wine marketing for Norway's unique market for Vingruppen, largest wine importer in Norway
Latest wine news domestic
Improve tasting notes
Key selling points
Newsletter
Vingruppen is hiring. We need an AI literate marketing colleague that can take us to the new era of content creation of the marketing of wine in Norway. Can you suggest a starting point and some textual input that we can work with? Respond in English.
And, the role is more a brand marketer with portfolio responsibilities yet with cutting edge AI knowledge (Gen AI) that the whole organisation will benefit and learn from.
Suggest also a Linked-in post (one in english and one in Norwegian) that we can use.
ChatGPT can make mistakes. Check important info.


Google
NotebookLM
EXPERIMENTAL
NotebookLM gives you a personalized AI.
grounded in the information you trust.

Onboarding the new colleague...



Deep market research

27 min....

Deep Research on Finland...



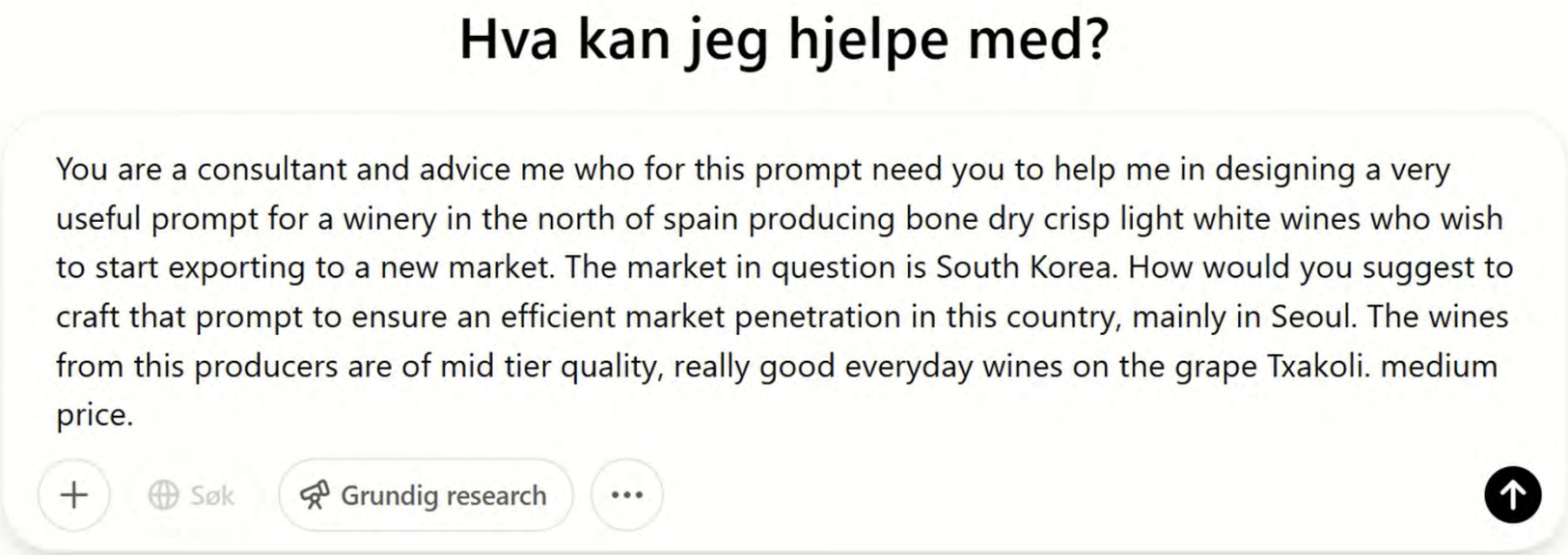
Listen and learn on the on the road...



Time saved...

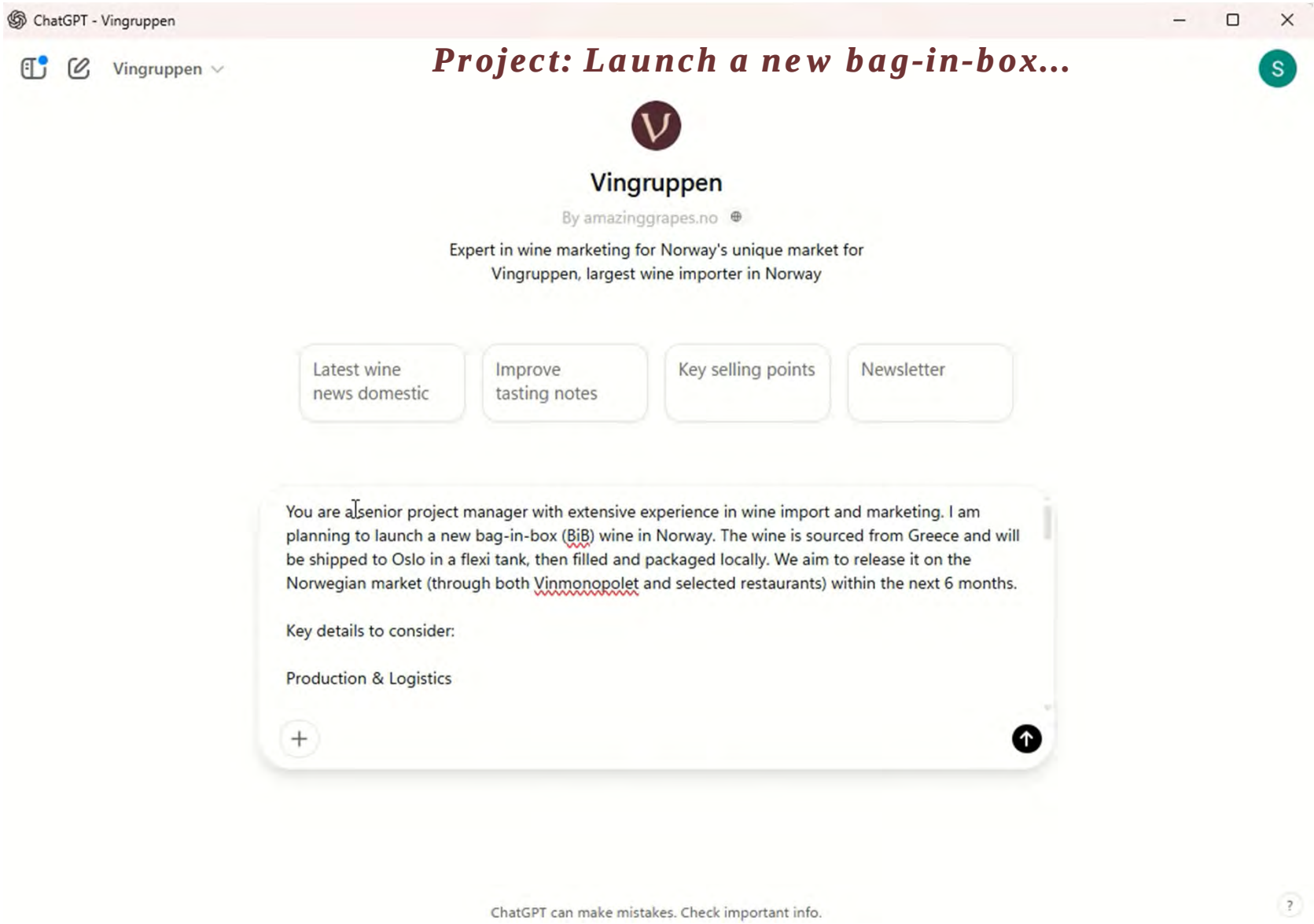
30-40 hours

K-pop and wine…

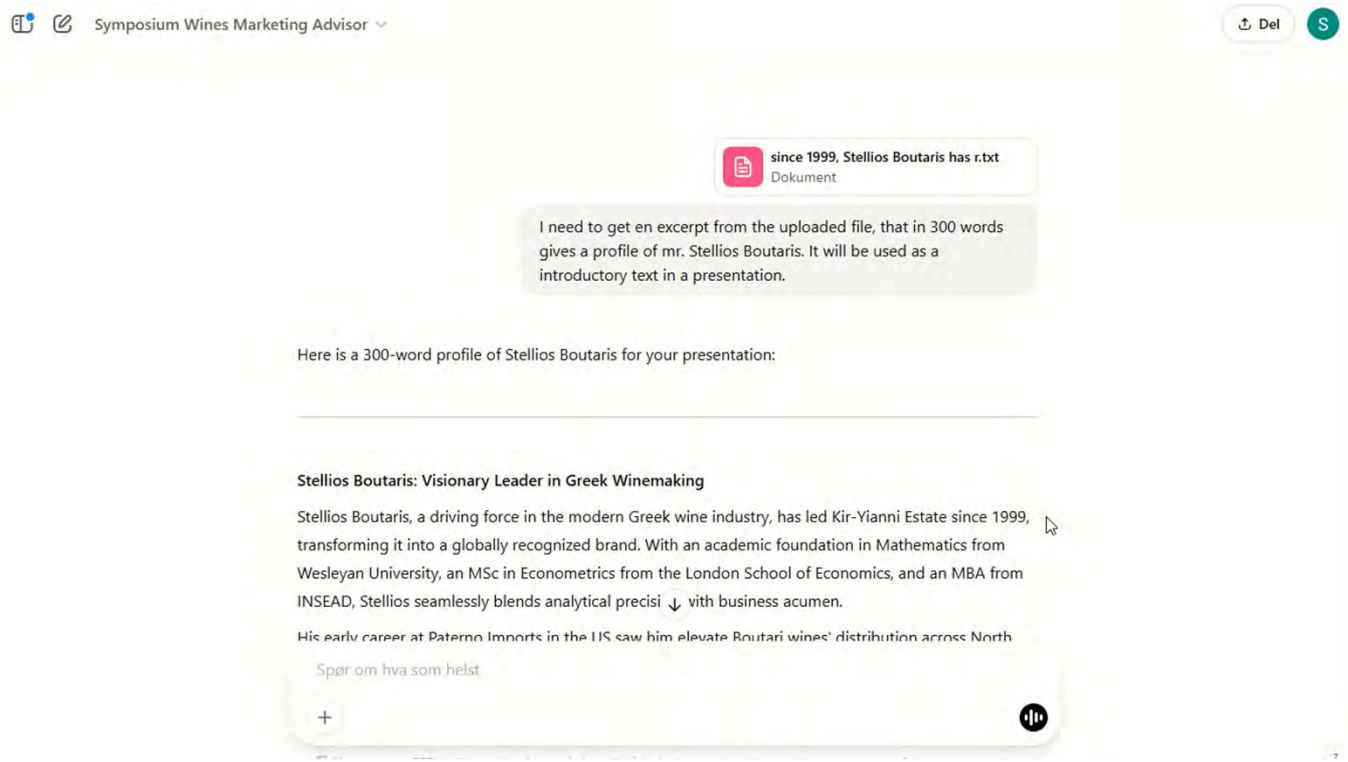


Getting closer to the customers...

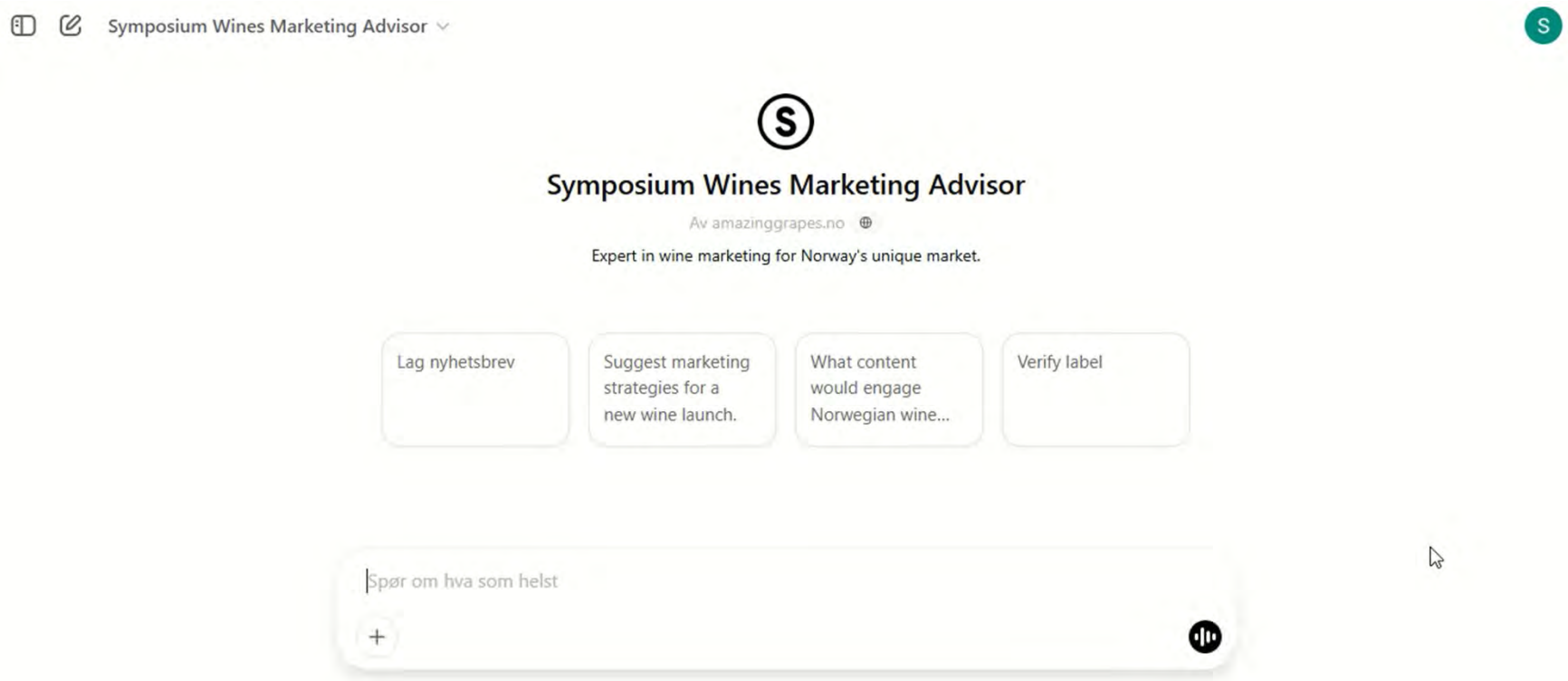
Project: Launch a new bag-in-box...



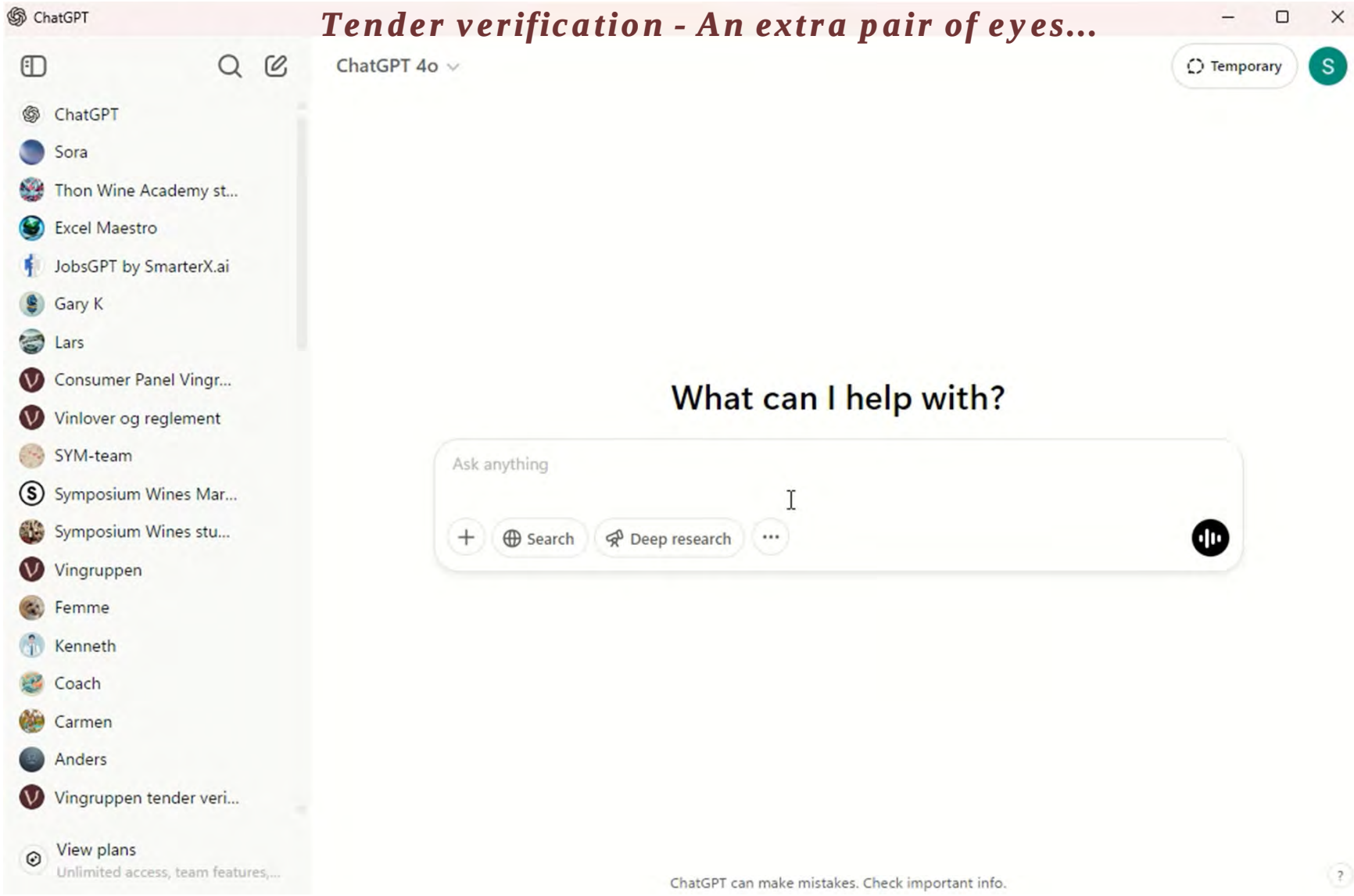
Back labels and side panels on BIBs have limited space...



Don't forget to mention... the alcohol



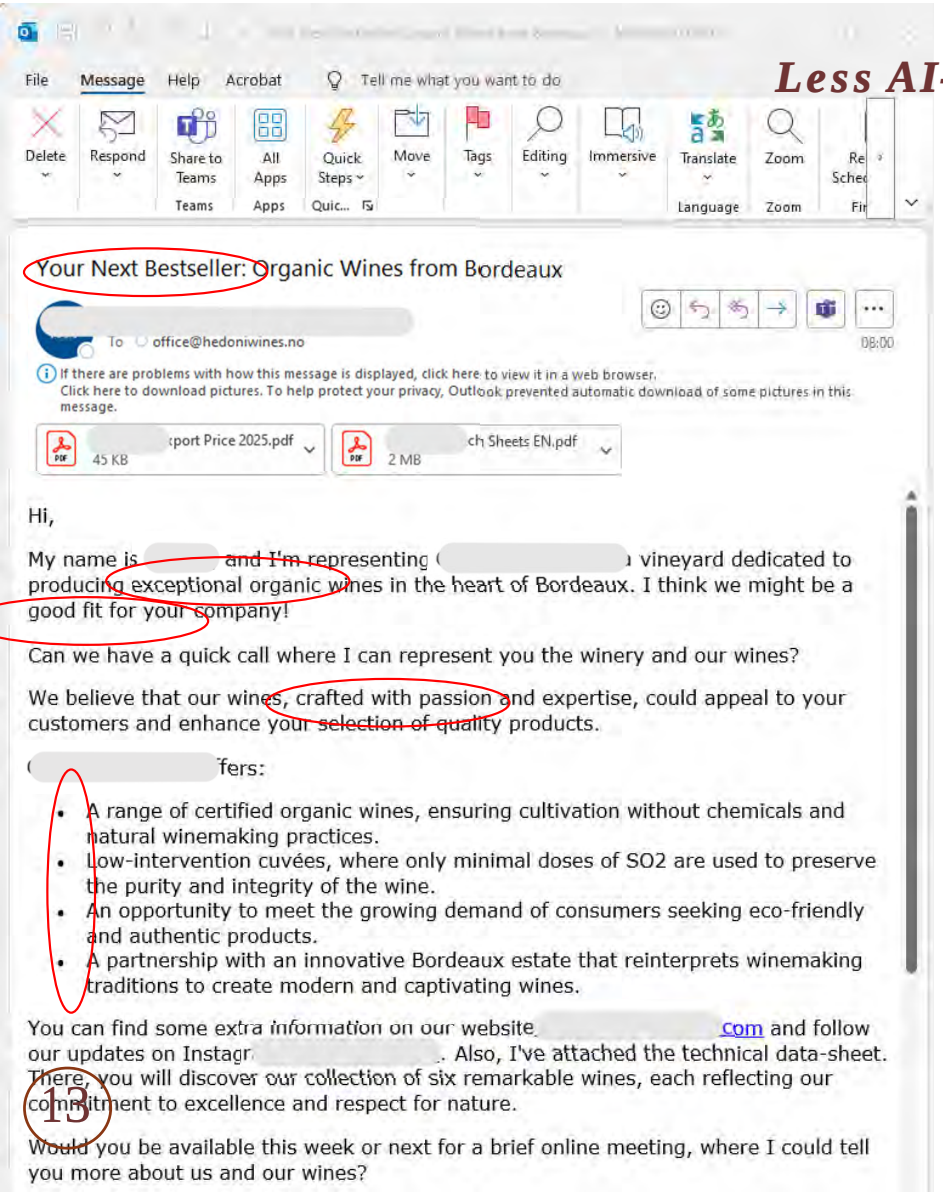
Tender verification - An extra pair of eyes...



Can't get hold of the supplier...



Less AI-like, please...



File Message Help Acrobat Tell me what you want to do

Delete Respond Share to Teams All Apps Quick Steps Move Tags Editing Immersive Translate Zoom

Teams Apps Quic... Language Zoom

Your Next Bestseller: Organic Wines from Bordeaux

To office@hedoniwines.no 08:00

If there are problems with how this message is displayed, click here to view it in a web browser.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

[redacted]port Price 2025.pdf 45 KB [redacted]ch Sheets EN.pdf 2 MB

Hi,

My name is [redacted] and I'm representing [redacted] vineyard dedicated to producing exceptional organic wines in the heart of Bordeaux. I think we might be a good fit for your company!

Can we have a quick call where I can represent you the winery and our wines?

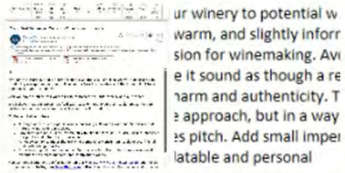
We believe that our wines, crafted with passion and expertise, could appeal to your customers and enhance your selection of quality products.

[redacted]fers:

- A range of certified organic wines, ensuring cultivation without chemicals and natural winemaking practices.
- Low-intervention cuvées, where only minimal doses of SO2 are used to preserve the purity and integrity of the wine.
- An opportunity to meet the growing demand of consumers seeking eco-friendly and authentic products.
- A partnership with an innovative Bordeaux estate that reinterprets winemaking traditions to create modern and captivating wines.

You can find some extra information on our website [redacted].com and follow our updates on Instagr[redacted]. Also, I've attached the technical data-sheet. There, you will discover our collection of six remarkable wines, each reflecting our commitment to excellence and respect for nature.

Would you be available this week or next for a brief online meeting, where I could tell you more about us and our wines?



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warm, and slightly inforr
sion for winemaking. Av
e it sound as though a re
harm and authenticity. T
e approach, but in a way
es pitch. Add small imper
latable and personal

Rewrite the attached email, anonymize person names, company names and other sensitive information and come up with a text that I can use as a template when introducing our winery to potential wine importers in Norway. The tone should be friendly, warm, and slightly informal, with a personal touch that reflects our genuine passion for winemaking. Avoid overly polished or perfect English; instead, make it sound as though a real person with limited English is writing it to build charm and authenticity. The email should emphasize our organic wines and unique approach, but in a way that feels natural and conversational, not like a sales pitch. Add small imperfections or endearing quirks in phrasing to make it feel relatable and personal

Here's a warm, informal, and authentic email template you can use to introduce your winery to potential wine importers in Norway:

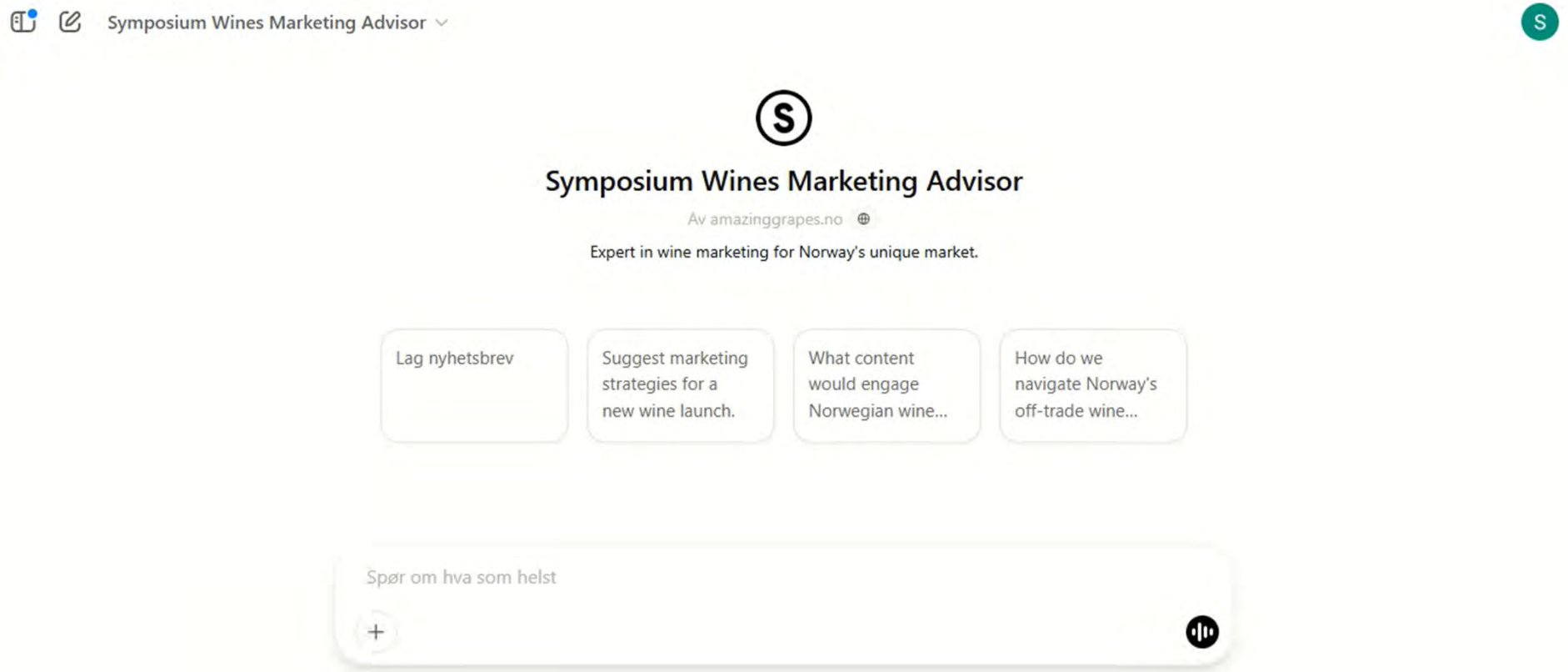
Organic Winery Intro

Spør om hva som helst

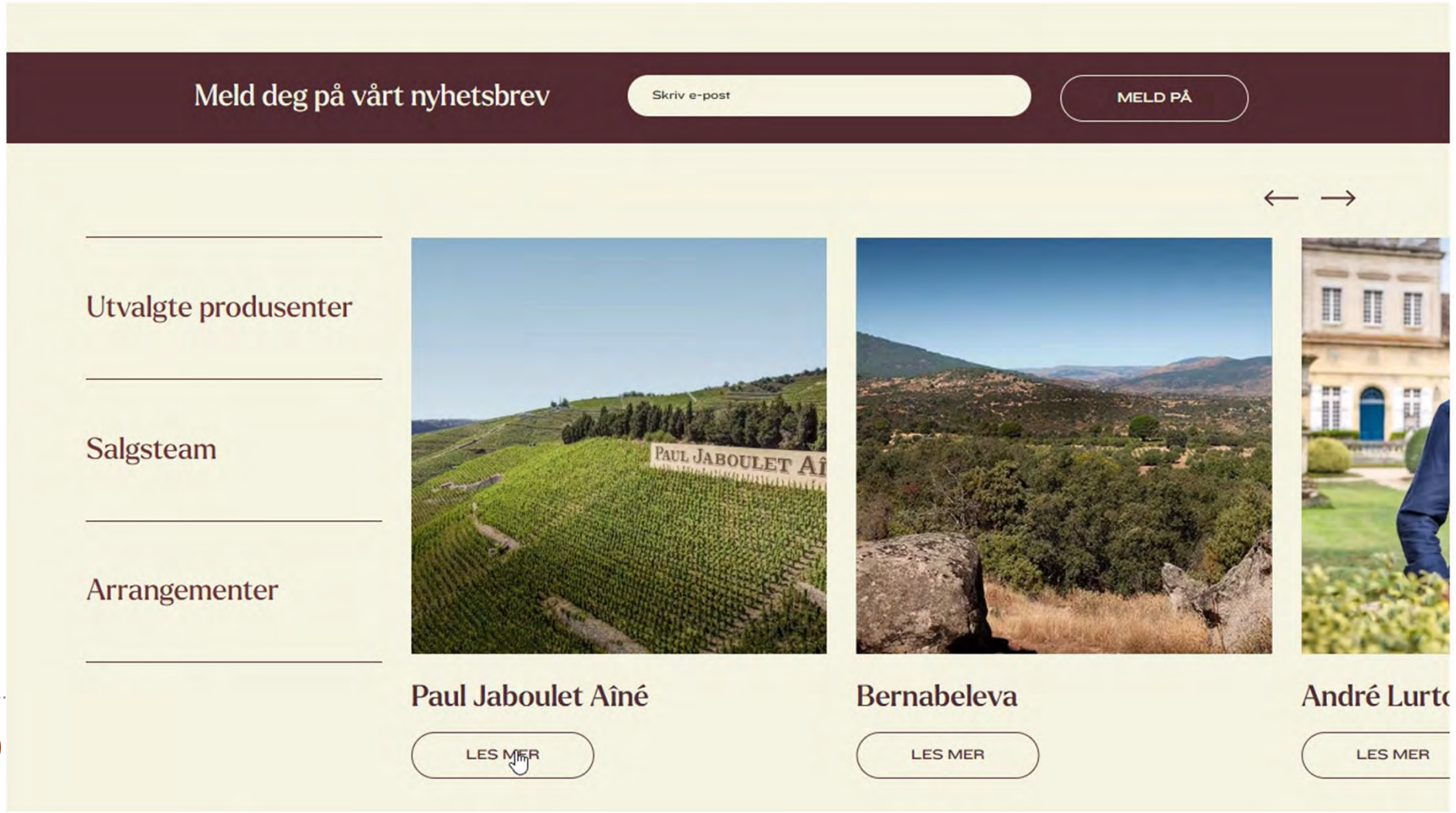
+ Søk Grundig research ...

ChatGPT kan gjøre feil. Sjekk viktig informasjon.

Newsletters in line with alcohol regulations – in tone & voice of the sender…



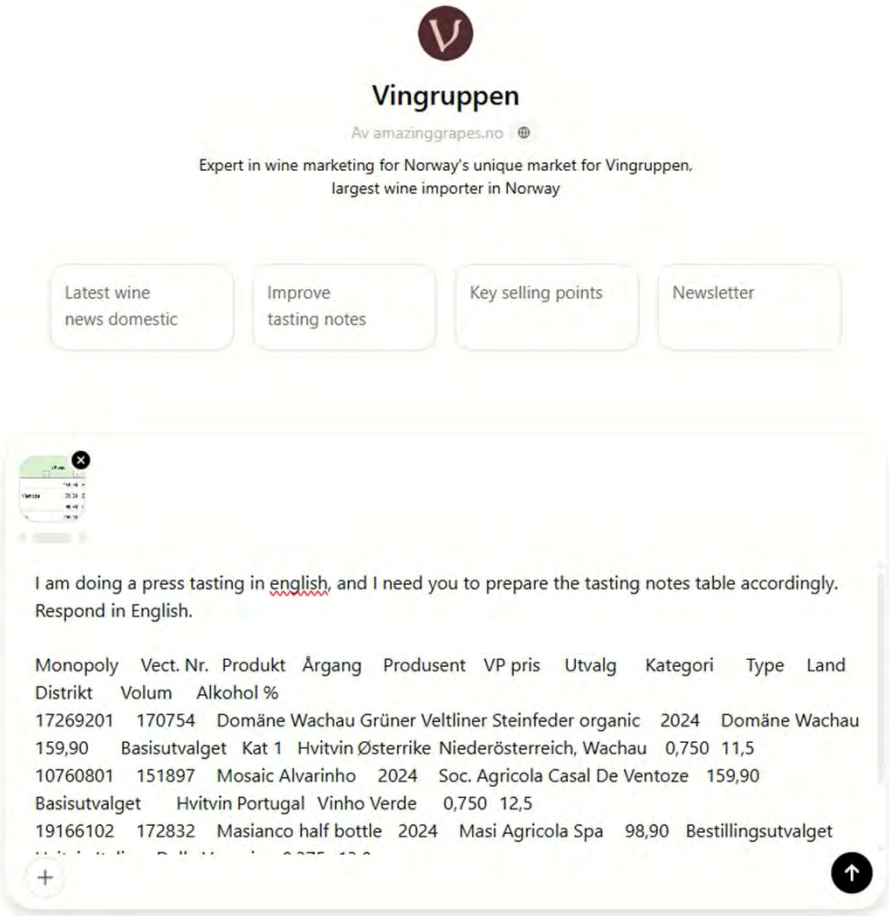
Wrting is just hard, somtimes...



46 min....

15

Prepare for tasting...



Some final advice

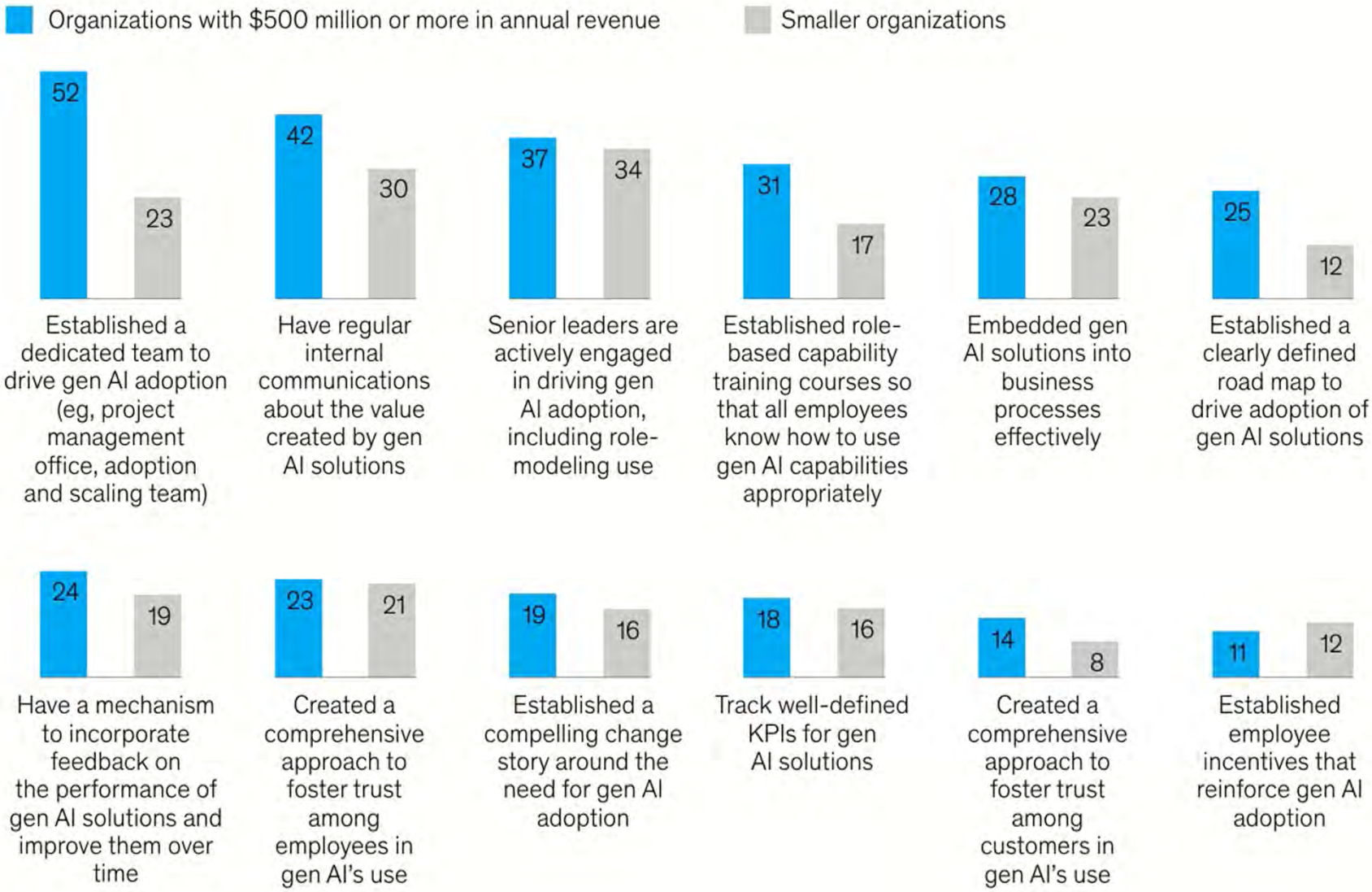
1. Be cautious when AI content meets your customer
2. Find the secret cyborg in the company – or family...!
3. Share experiences. Award great GenAI ideas.
4. Identify repetitive tasks.
5. Overwhelmed? Listen to ONE podcast, subscribe to ONE newsletter
6. Get used to ONE language model (ChatGPT, Claude, Gemini etc) They all do the job
7. Experiment with non-sensitive data, a private topic of interest
8. Ask candidates for a new position about their AI literacy

We are an industry built on people and relations dealing with a natural product


Burgund
Bordeaux

Additional

Organizations engaging in given gen AI practices,[1] % of respondents



Rice framework

