

Uncorked AI

AI built for the tasting room.

The all-in-one platform that fills the room, grows the club, and turns every visit into lasting revenue.

An Uncorked AI product by CoCo Noir Labs · Oakland, California



The visit ends. The relationship rarely begins.

Tasting rooms and small wineries pour everything into getting guests through the door — then have no easy way to fill quiet days, turn first-timers into members, or use what they learn. Marketing, events, content, and club management are full-time jobs most small teams can't staff.

Quiet midweek floors

Empty hours between weekends no one has time to program.

One-and-done guests

First-timers who never return and never join the club.

Scattered tools

Events here, content there, club somewhere else.

Insight left in the glass

Guest signal that vanishes when the tasting ends.

The tasting room is where small producers win.

As margins tighten across the three-tier system, the direct relationship a tasting room owns is more valuable than ever — and AI is finally accessible enough for a small team to run like a marketing department.

DTC is the edge

Owned guest relationships and experiences are where independents out-compete the shelf.

The squeeze is real

Costs and competition push producers to make every visit and every member count.

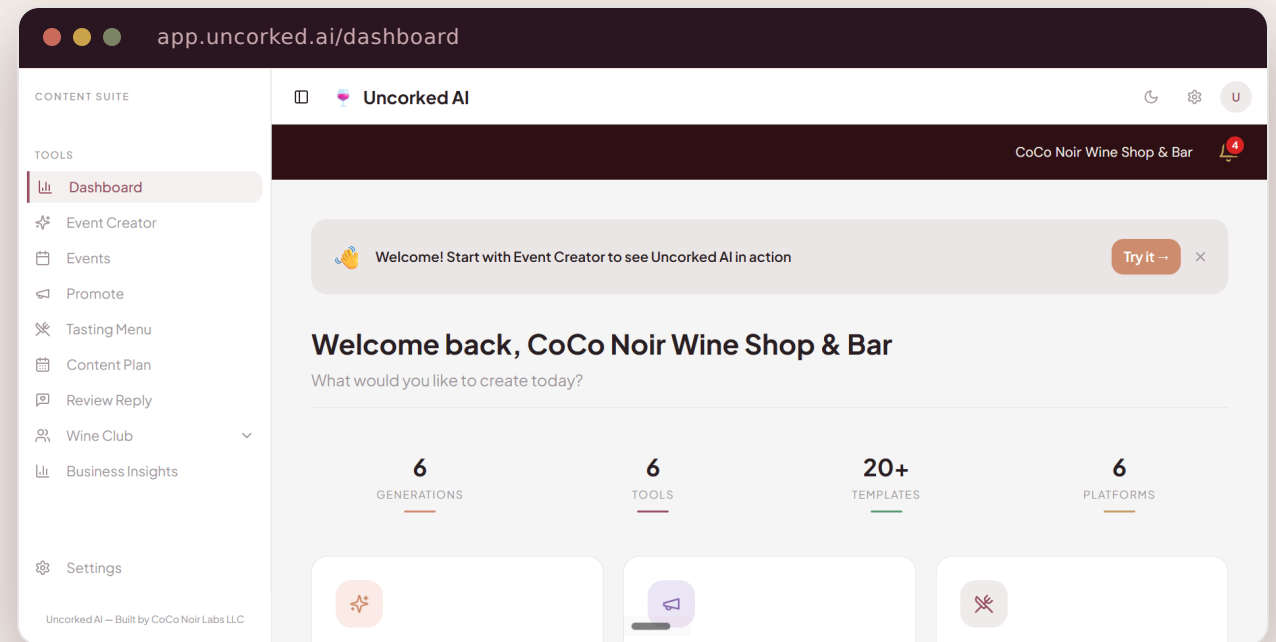
AI finally fits

What used to need a team now runs from one workspace — no technical staff required.

One platform for the whole tasting room.

Events, experiences, content, reviews, and your wine club — in a single AI-powered workspace built specifically for tasting rooms, wineries with a tasting room, and wine shops with a tasting bar.

- **Six tools** , one login, one brand voice across everything.
- **20+ templates** tuned for wine and hospitality.
- **No technical staff** needed to run any of it.



Made for the people who pour.

Tasting Rooms

Fill the room, build curated experiences, and grow your wine club.

Wineries with a Tasting Room

Connect your direct-to-consumer channel to the rest of your business.

Wine Shops with a Tasting Bar

Turn in-store tastings into repeat visits and steady sales.

From idea to published in four steps.

1

Choose your wines & goal

Pick the bottles and the outcome — an event, a flight, a week of content.

2

AI builds it

Uncorked AI drafts the experience, menu, or campaign, ready to refine.

3

Publish & promote

Push it live and across your social and email channels in a click.

4

See what works

Business Insights shows what's driving traffic, members, and reviews.

Six AI tools. One workspace.

Event Creator

Design unforgettable wine experiences from the bottles you choose.

Tasting Menu

Curate flights that move the wines you want to feature.

Content Plan

A week of wine-forward content across every channel, in minutes.

Promote & Review Reply

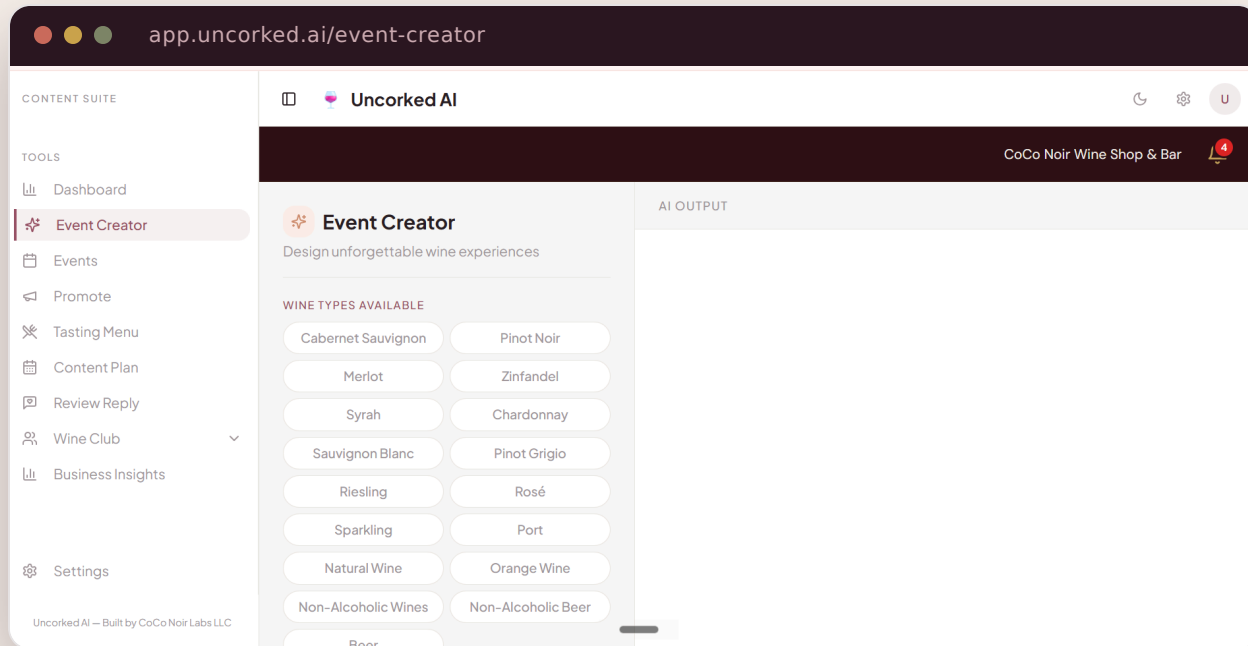
Ready-to-post promotions and on-brand replies to every review.

Wine Club

Tiers, members, and member emails managed in one place.

Business Insights

See what's working, month over month.

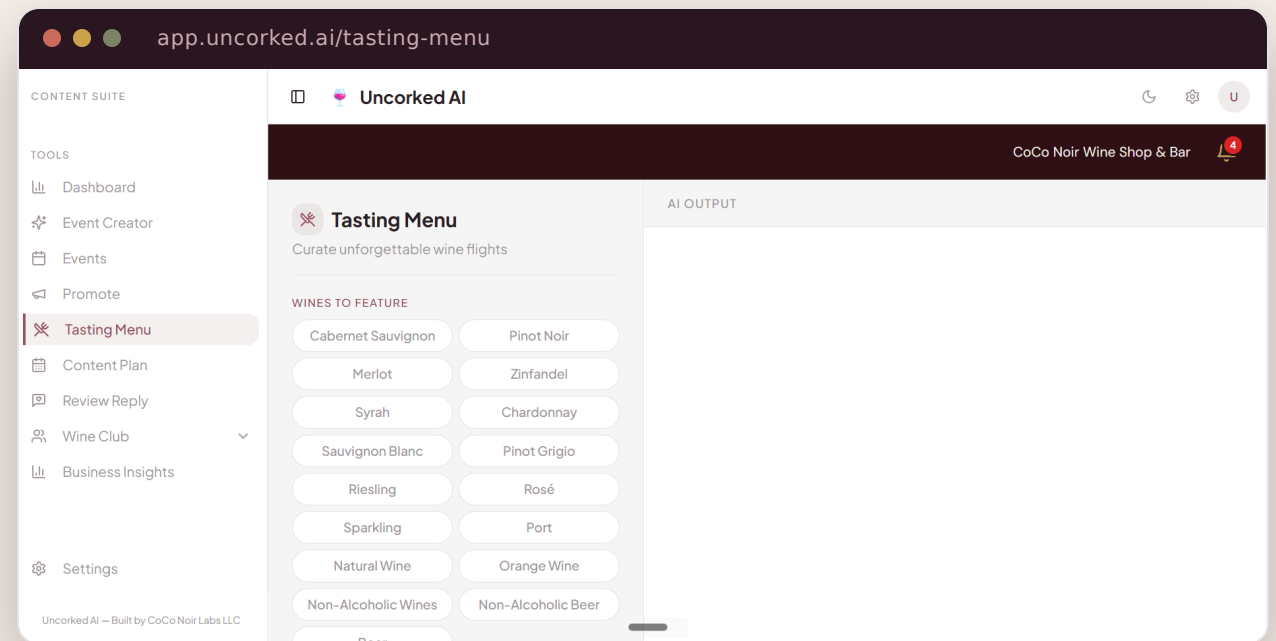


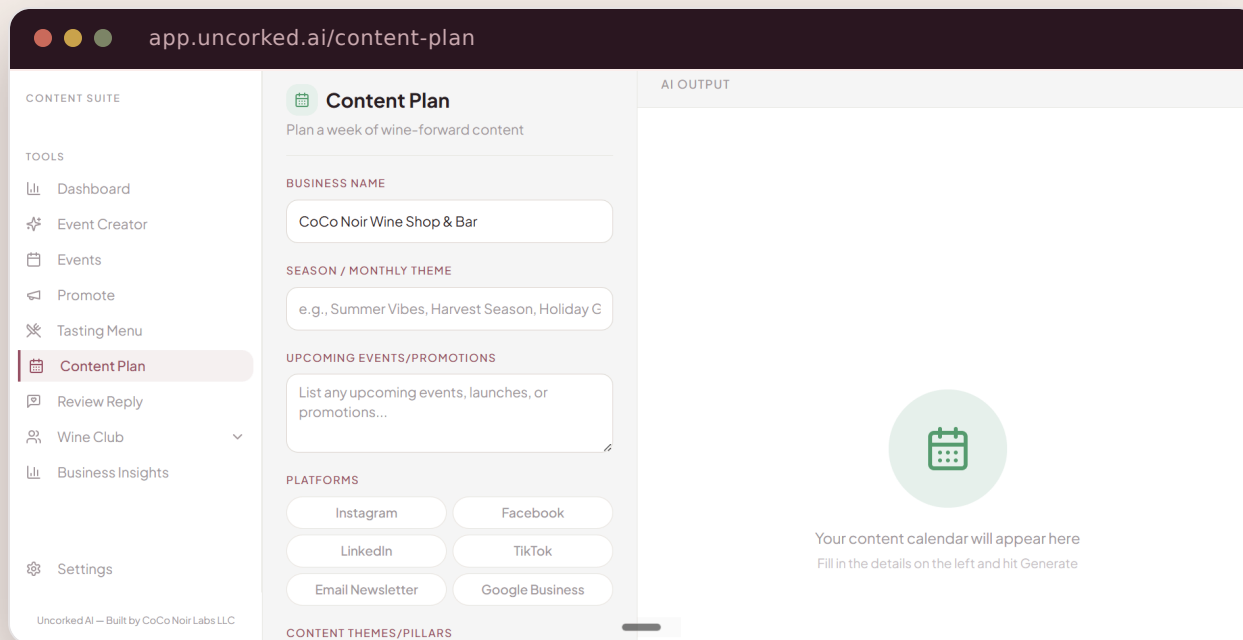
Design unforgettable experiences.

- Choose from **15+ wine types** — including natural, orange, and no/low-alcohol.
- AI builds the **theme, format, and flow** in your brand voice.
- Turns a **slow Tuesday** into a reason to visit.

Curate flights that sell.

- Build flights around the bottles you most want to **move** .
- Guided, guest-ready menus **reds, whites, sparkling, natural & NoLo** .
- Turns a casual pour into an **experience guests remember** .





A week of content in minutes.

Set your theme and upcoming events; Uncorked AI plans a week of wine-forward posts — then publishes everywhere your guests already are.

Instagram

Facebook

LinkedIn

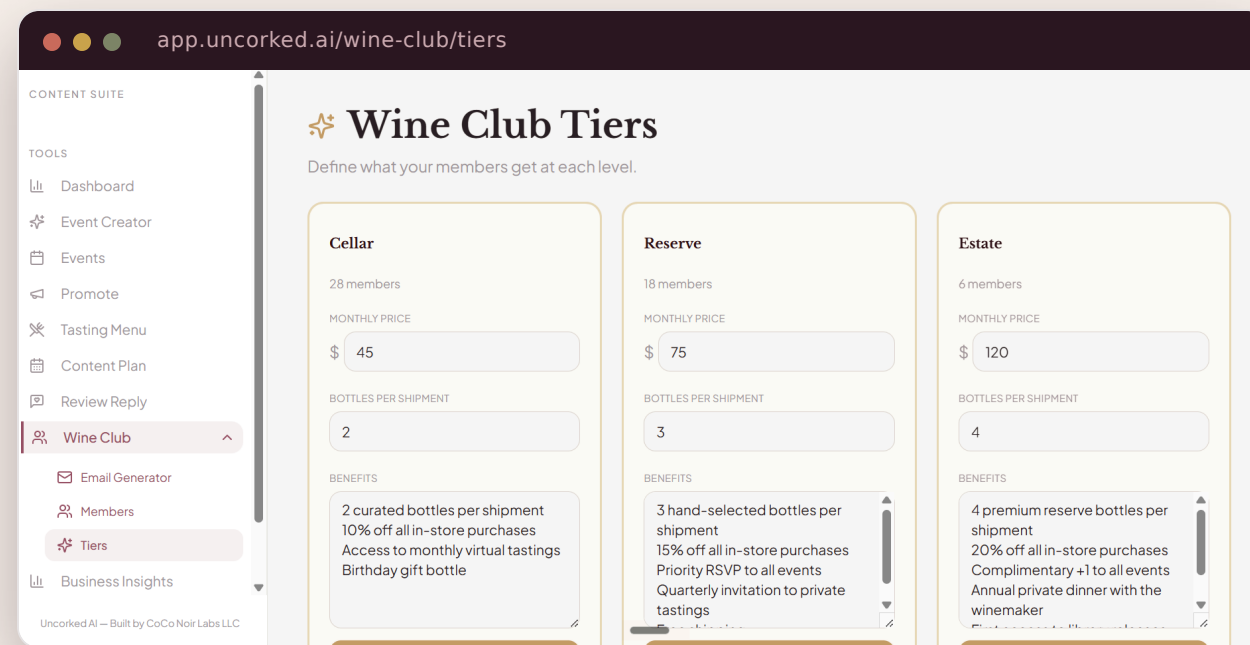
TikTok

Email Newsletter

Google Business

Turn visitors into recurring revenue.

- Define tiers **Cellar, Reserve & Estate** — set pricing and bottles per shipment.
- Manage members and **generate member emails** from one place.
- The engine that converts a great visit into **monthly bottles** .





See exactly what's working.

Members, events, content, and reviews — tracked month over month, with your top-performing tool surfaced automatically.

Members

TRACKED MONTHLY

Events

CREATED & RUN

Content

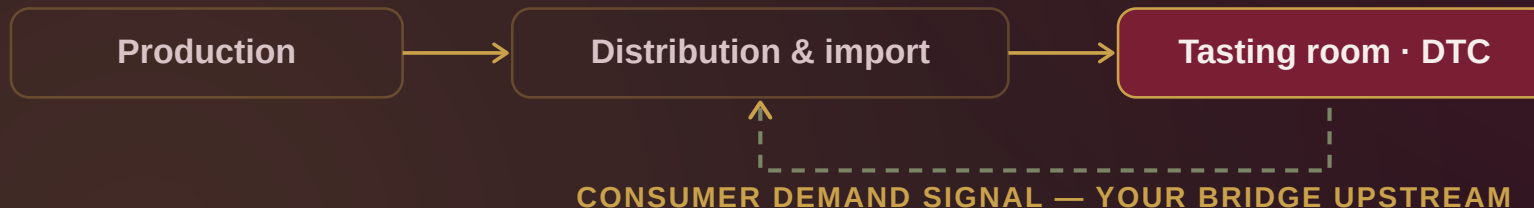
PIECES GENERATED

Reviews

REPLIED ON-BRAND

Most beverage AI points upstream. We start with the guest.

Buyer-finding and distribution tools live at the top of the value chain. Uncorked AI lives where the producer meets the consumer — the tasting room — the one place that generates first-party demand signal nobody else captures.



Connect your tasting room to the trade.

The new layer that turns tasting-room demand signal into assets you can bring to distributors, importers, and buyers.

01

Trade Event Mode

Host distributor visits, buyer tastings, and private-label sample sessions — with trade guest profiles and follow-up tracking built in.

02

Sell-In Reports

Turn tasting-room performance — top SKUs, event lift, club conversion — into a shareable report that helps win distribution.

03

Demand Signal Insights **ROLLING OUT**

Show buyers and winemakers what consumers actually respond to: styles, price points, and themes.

Built by someone who's worked every side of the business.

Uncorked AI comes from CoCo Noir Labs, founded by Alicia M. Kidd — a decade in wine across importing, distribution, and retail, and 15+ years leading enterprise technology.

We build for how the wine business actually runs, and we make AI accessible to the independent producers and small operators too often left behind by it.

See Uncorked AI live at Table 12.

IBWSS San Francisco 2026 — stop by for a walkthrough of the platform and the new trade tools.