



About Snooth

What is Snooth?

Snooth is a revolutionary web-based social shopping experience that is simplifying how people select, interact with and purchase their favorite wines.

Snooth is the world's most comprehensive wine database, featuring millions of reviews and hundreds of thousands of wines. It offers both casual and aspiring wine drinkers personalized wine recommendations, ratings & reviews, as well as a wine information search tool that seamlessly connects users to the websites of top online merchants and wineries worldwide.

Snooth launched in June 2007.

Snooth's Partners

Snooth has developed over 1,000 partnerships with wineries, merchants, and critics including Wine.com, Sam's Wines and Spirits, K&L Wine Merchants, and Inertia Beverage Group, and has accumulated over 1.7 million wine ratings for over 500,000 wines.

What's in a name?

Ok you got us! We confess - Snooth's a made up word. We like it because:

- ❖ It's unique and you won't forget it
- ❖ It sounds like a cross between sleuth and smooth

We're still looking for the ultimate definition of the word Snooth so that we can claim some heritage. Here's our current favorite:

¹ **snooth** \ˈsnüth, ˈsnüth\ *noun* [Middle English *slouthe*, or fr. Old Norse *sloth*, Old English *smôth*, or Old Saxon *smôthi?*] (1800s):

Any of several burrowing mammals of family Talpidae with wide-set eyes and a pronounced snout, domesticated and trained to aid in locating wine in cellars

² **snooth** *transitive verb*

1: to seek out a preferable wine, as like a snooth ("I say, Snooth the wine list while I choose an appetizer.")

2: to uncover details of a specific wine ("Snooth this Chianti Classico for me, would you?")

If you have a better definition, please send it along.

Snooth's Key Features

Snooth enables users to:

- ❖ Receive personalized wine recommendations;
- ❖ Search for wines by attributes (dry, smooth, easy-drinking etc.);
- ❖ Buy wine from leading online wine merchants and wineries;
- ❖ View reviews by international award committees and professional critics;
- ❖ Read user generated reviews, or write their own;
- ❖ Share favorite wines with friends.