

# Digital Wine Experience

## Overview

The wine experience is no longer just about what's in the glass. New research shows how both multisensory design and digital technology are transforming how we buy, drink, and enjoy wine. From augmented reality labels to fully hybrid luxury winery visits, the digital layer is increasingly becoming part of the experience itself.

## Key Findings & Insights

Velasco et al. (2024) review how multisensory design principles can enhance wine experiences across the full customer journey. Wine packaging, music, lighting, aromas, textures, and even bottle weight all influence perceptions of quality, taste, and enjoyment. Carefully aligned sensory inputs, known as cross-modal correspondences, help create richer, more memorable experiences. When designed well, multisensory touchpoints can even alter how the same wine tastes.

Digital technology is now adding a further layer to this. Extended reality (AR/VR), the Internet of Things (IoT), AI-powered recommendations, and Web 3.0 are starting to reshape how we discover, buy, and consume wine. Augmented reality labels bring bottles to life through storytelling apps. VR allows virtual winery tours. IoT systems monitor vineyard conditions and personalise consumer recommendations. AI sommeliers offer custom pairing advice, while blockchain technologies enable authentication, traceability, and even investment opportunities

Bartoli et al. (2025) examined luxury wine hospitality and found similar trends. In high-end winery experiences, technology is being carefully blended with tradition to enhance exclusivity, personalisation, and storytelling.

Using a mixed-method study across 163 luxury wineries in Italy, they identified six clusters of experiences, ranging from fully physical to increasingly digital. Importantly, they note that luxury guests may reject overt technological interventions if these undermine authenticity or craftsmanship.

The key is integration: using technology to amplify the sensory and social richness of the visit, not replace it.

## Conclusion

The wine experience is evolving from product to platform. Sensory design, storytelling, and technology are blending to create more immersive, memorable, and tailored experiences. But success lies not in digital novelty for its own sake, but in thoughtful design that preserves authenticity while enriching enjoyment. Wine is still drunk one glass at a time — but increasingly, it's being experienced across many senses and many channels.

Velasco, C., Vargas, J., & Petit, O. (2024). Multisensory experiences and technology in the context of wine experiences. *Journal of Wine Research*, 35(2), 85–100.

Bartoli, C., Baccelloni, A., Di Leo, A., & Mattiacci, A. (2025). Blending digital and physical experiences in luxury wine hospitality: an experiential approach to technology integration. *British Food Journal*, 127(13), 72–95.

