

# Ste. Michelle Wine Estates To Harness Artificial Intelligence To Automatically Pair Wines With Top-Trending Recipes On Allrecipes.com, The World's Largest Recipe Site

NEW YORK, March 5, 2019 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)), the nation's largest brand-powered food, lifestyle and entertainment media company, engaging over 175 million unduplicated American consumers every month, and Ste. Michelle Wine Estates, the third-largest premium wine company in the U.S., are exclusively partnering to position the remarkably broad and deep Ste. Michelle Wine Estates portfolio as the perfect wine pairings of choice through the use of Meredith's smart technology capabilities, including proprietary first-party data, real-time consumer insights and predictive advertising capabilities. This alliance marks the first time a major advertiser has joined forces with Meredith to create and deliver a program rooted in artificial intelligence.

The program taps machine learning techniques to automatically classify recipes on Allrecipes, the world's largest recipe site with a reach of 55 million consumers, and the diverse wines in the Ste. Michelle Wine Estates portfolio. An AI-based algorithm then combines the classifications to automatically generate specific wine pairings for each recipe. Suggested pairings appear adjacent to recipes and are automatically linked directly to local grocery stores or to e-commerce partners such as Instacart and Amazon Fresh for fulfillment using Meredith's proprietary Shopper Marketing platform. Automated wine and side dish pairings can also appear in interactive meal plans which permit users to customize various elements of the meal based on their personal preferences.

Real-time insights generated from this program include user location store proximity, impressions by channel, trending products and trending recipes to help create usage occasions that reinforce the Ste. Michelle Wine Estates wines of choice, keeping the brand top of mind for all entertaining purposes. As part of the campaign, high-impact and targeted media also engages users with Ste. Michelle Wine Estates across Meredith platforms, including strategic video alignments, custom native content, high-impact media and editorial sponsorships.

"We are very excited to partner with Meredith to accelerate consumer engagement with our portfolio of world-class wines," said Jim Mortensen, President and CEO of Ste. Michelle Wine Estates. "This data-driven approach represents a smarter, more impactful, results-oriented form of advertising, allowing us to reach high-value consumers at the point at which their wine purchasing decisions are made."

Corbin deRubertis, Head of Innovation for Meredith, commented, "Consumers are increasingly expecting media platforms to do more than just present search results. They're gravitating to smart platforms that take into account all available data to make intelligent recommendations. Picking the perfect wine to pair with a new dish is exactly the type of challenge we can solve at scale, and we've combined our deep, first-party insights, including our unparalleled context taxonomies, with new machine learning and AI techniques to deliver a next-generation consumer experience that also drives brand equity and product purchase for our client."

In addition to investing with Allrecipes, Ste. Michelle Wine Estates will leverage Meredith's scale by extending its exclusive partnership across the company's O&O assets. Meredith owns the largest premium content digital network for American consumers, reaching 175MM engaged consumers across its platforms.

## ABOUT MEREDITH CORPORATION

**Meredith Corporation (NYSE:MDP)** ([www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners. Meredith's National Media Group reaches nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty and fashion. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S., and The Foundry, the company's state-of-the-art creative lab and content studio. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

SOURCE Meredith Corporation

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