

semantico.



30 Seconds Per Wine. 5 Languages.

How Vinosselección
turned every bottle
into a **findable,**
pairable, sellable
listing in every
market.

Vinos > Tinto > Rioja



**Marqués de Riscal
Reserva 2019**

€18,90

Acidez	5,4 g/l
Alcohol	14% vol.
Maridaje	Cordero asado

semántico.



THE CHALLENGE

Enrich every wine in the catalog – without an army of copywriters.

Manual writing didn't scale

A dedicated team wrote bespoke descriptions and tasting notes – 20 to 30 minutes per wine, leaving most of the catalog under-enriched.

Data lived in scattered formats

Wine information arrived as PDFs, CSVs and supplier sheets. Every new vintage meant fresh manual lookup, copy-paste and reformatting.

Rich attributes were cost-prohibitive

Acidity, alcohol %, food pairings – the attributes that drive search and conversion – couldn't be added at catalog scale without burning the budget.

New markets were on hold

Translating thousands of bespoke listings into multiple languages with the right wine vocabulary was a project, not a workflow.

semantico.

THE SOLUTION

Type the wine
and year.
Semantico does
the rest.



Descriptions and tasting notes that match brand voice



Structured attributes – acidity, alcohol %, grape, region



Food pairings that drive long-tail SEO and on-page conversion



Multi-source data fusion: supplier PDFs + trusted online sources



Specialized translation rules tuned per market



One-click export to any eCommerce platform

semántico.



THE RESULTS

From 30 minutes to 30 seconds per wine.

More depth per wine. More languages per market.
Catalog momentum, week after week.

60×

Faster per listing

20-30 min of manual
writing replaced by
under 30 seconds

83

Wines fully enriched

Every bottle ready in
5 languages

56

**Custom attributes per
product**

The structured depth
that powers SEO and AI-
shopping discoverability

610

AI tasks executed

67% catalog complete
and climbing

semántico.

“56 attributes. 5 languages. Per wine. That used to be a luxury we could only afford on our bestsellers. Now it’s the standard across the catalog. The long tail of our wines is finally pulling its weight.”



Marta Inglés
Marketing Director



The Complete Toolbox for Catalog Management Success



Smart
categorization



Listing
generation



One-click
export



Pricing
suggestions



SEO & GEO
optimization



Attribute
normalization



Image
upscaling



Auto-translation &
localization

semantico.

semantico.

List faster.
Rank higher.
Sell more.

AI that turns any product
reference into a complete, SEO &
GEO-ready listing in minutes,
not days.

WWW.SEMANTICO.AI

