

## WineSpeak.ai brings conversational AI to Napa's Thomas Fogarty Winery

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WineSpeak.ai (WineSpeak.ai), a Napa Valley-based AI technology startup, has partnered with Thomas Fogarty Winery (FogartyWinery.com), overlooking Silicon Valley in the Santa Cruz Mountains, to create the perfect marriage of tech and wine. As WineSpeak.ai's newest customer, Thomas Fogarty Winery has leaned all the way in to bringing AI tech to the wine business.

Developed by WineSpeak.ai, Fogarty Winery's AI Concierge and Wine Curator, Thomas, their custom AI Agent, represents the next evolution in Direct-to-Consumer (DTC) wine experiences. Using advanced Conversational Commerce powered by Natural Language Processing (NLP) and Retrieval Augmented Generation (RAG), Thomas creates a highly personalised and interactive experience for every website visitor, guiding them to Fogarty's experiences, wines and membership options.

"Being located above Silicon Valley has always influenced how we think about innovation," said Tony McClung, CEO of Thomas Fogarty Winery. "WineSpeak.ai allows us to thoughtfully apply modern technology to an old-world product—enhancing how we educate, guide, and connect with customers, without losing the human element that defines great hospitality."