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tasteroom™ To Send Ripples Through the Wine Community by Empowering Everyone

tasteroom.com is an innovative wine management website that offers the first of it's kind
Virtual Wine Rack™.

Portland, Oregon - June 14th, 2010 – Liquid Endeavors™ LLC launches tasteroom.com, a complete organizational website dedicated to empowering average wine consumers and enthusiasts alike. Tasteroom provides it's members the tools necessary for wine collecting, wine tasting and inventory management that is interesting, unique and enjoyable. Tasteroom brings fresh innovation to the industry that is lacking from it's competitors. While the tasteroom interface is quick to learn and easy to master, it also has many powerful features. Tasteroom members are able to search an ever growing wine database for new wines quickly and easily by a variety of criteria. Members may store, track, display, organize, list and print to their every desire.

Tasteroom unveils the Virtual Wine Rack™, a fun, first of it's kind feature, that allows members to manage, track and personalize their wines graphically. Members can modify everything from which wine rack a bottle is displayed to where it is placed in the rack itself. Tasteroom as a whole, along with the Virtual Wine Rack, was developed to preform equally well on both personal computers as well as mobile devices with Internet connectivity.

Tasteroom brings the wine community a feature rich Social Networking experience devoted to the needs of the wine enthusiast.

"With tasteroom™ our hope is to make wine tasting fun and simple in a new and innovative way for the average grocery store wine shopper right up to the person with a very large personal wine cellar."

~Ben Arthur, Principle Co-founder

"Our slogan says, "wine. web. people" simply because it sums us up nicely but to us, people are always the most important ingredient."

~Ray Bailey, Principle Co-founder

Basic membership is absolutely free with modest limitations. Tasteroom also offers unlimited premium membership subscriptions at the price of 14.99 per year. If you would like to know more about tasteroom please visit them at www.tasteroom.com.

About Liquid Endeavors™ LLC

Founded by Ben Arthur, Ray Bailey and Curtis Wittner. Originally friends/co-workers for a Portland area based software company, they quickly identified talents that each possessed and decided to parley those abilities into a product that is the culmination of their shared affinity for wine. Their combined skill set includes infrastructure/integration, product design, hardware/software problem solving, web-development/design, public relations and project management.

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