Brand, domains and value proposition

Sommelier IA — AI voice sommelier and WhatsApp concierge that recommends pairings, quotes, books and follows up with every customer of restaurants, chefs, wineries and wine shops.

Identity

Element	Definition
Trade name	Sommelier IA
Company	Menteia (incorporated in Mexico)
Primary domain	sergiocamacho.pro
Tagline	The sommelier that never rests.
Category	B2B SaaS · AI voice and WhatsApp concierge for food and wine
Tone	Elegant, warm, expert; luxury is served quietly.

Alternative names considered

- Maridaje IA
- Cava by Menteia
- Maître IA

Domains

Domain	Status / action
sergiocamacho.pro	Active (customer showcase case)
sommelieria.mx	Check availability
sommelier.menteia.com	To be created
maridaje.ai	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "Sommelier IA" in MARCia (IMPI) in classes 9 and 42 (software), 43 (food and drink services).

- File the registration application (typical timeline 4–8 months; official fee approx. US$162 per class).
- Ownership of the trademark and the domain must be held by Menteia before the round closes.

Positioning

For chefs, restaurants and wineries that want to serve every customer the way their best sommelier would, Sommelier IA is the voice and WhatsApp concierge that recommends, quotes and books 24/7 and remembers every customer. Unlike a chatbot, it knows wine and speaks in your brand's tone.

Value Proposition Canvas

Customer profile

Jobs to be done

- Fill tables and events
- Sell more wine per customer
- Serve customers after hours

Pains

- Unanswered WhatsApp messages
- Expensive or no sommelier
- Customers who don't come back

Expected gains

- More bookings
- Higher average ticket
- Loyal customers

Value map

Products and services

- Voice sommelier
- WhatsApp concierge
- Customer CRM

Pain relievers

- Immediate response 24/7
- Expert recommendation at every table
- No forms

Gain creators

- Personalized pairings
- Automatic follow-up and repeat purchases
- Luxury experience

Key messages

- Your best sommelier, in every conversation.
- Book, quote and pair on WhatsApp.
- Every customer, remembered.