



ACKER MERRALL AND THE TASTINGBOOK.COM LAUNCH THE WORLD'S EASIEST TO USE, LARGEST WEB BASED WINE APPRAISAL SERVICE

ENABLES TASTINGBOOK'S 1.5 MILLION MONTHLY USERS WORLDWIDE TO HAVE THEIR COLLECTIONS APPRAISED QUICKLY AND EASILY WITH ACKER MERRALL

NEW YORK, NEW YORK, USA, March 6, 2017 /EINPresswire.com/ -- Acker Merrall & Condit,

“

THE WORLD'S EASIEST TO USE, LARGEST WEB BASED WINE APPRAISAL SERVICE HAS BEEN LAUNCHED”

John Kapon

America's oldest wine shop and the world's leading wine auction house, and Tastingbook.com, the world's largest wine information source, have today launched the largest web based wine collection appraisal service for its members, wine collectors and Acker Merrall customers around the world. Tastingbook.com, which offers its deep, frequently updated content of wine reviews and evaluations at no cost to wine collectors, was launched in 2015 by the well known Finnish wine writer and founder of the Fine Wine Magazines Pekka Nuikki. Tastingbook.com has today over one million pages of

wine information, over 400,000 pro tasting notes and around 1.5 million visitors every month. Over 6000 wine professionals from 59 countries are keeping it updated, enabling collectors to know the most up-to-date impressions of the world's greatest wines from its members. On Tastingbook.com wine collectors will find the most up-to-date tasting reports virtually from every major tastings from all around the world.

The initial launch of this easy-to-use service will speed the appraisal process for wine lovers who wish to know the value of their wine collections quickly. Within the My Wine Cellar section of the Tastingbook.com site, its members can upload and enter their collections for appraisal quickly by Acker Merrall. They can choose to have their entire collection appraised by Acker Merrall or limit that appraisal to a specific selection of their wines that they choose. A confidential, automated appraisal request will be sent to Acker Merrall, who has been #1 in the wine auction market over the last decade. Combined with Acker Merrall's unparalleled knowledge of wine auction trends and prices, collectors can utilize Acker Merrall's consultative services to determine when, how and where to most effectively auction a portion or their entire wine collection.

"I am a frequent contributor and user of Tastingbook.com because it is easy to use, fun and very informative compared to any other wine site out there. Tastingbook.com has a sophistication and polish that is unique. When Pekka and I began to discuss the need for an easy to use appraisal site for his members during late 2016, I immediately said 'Yes! Let's do this together,'" said Acker Merrall & Condit Companies' Chairman John Kapon. "As the world's largest wine auction firm during the past decade, we know how important it is for wine collectors to be able to know quickly and confidentially the value of their collections. I am very happy that Pekka and I made the decision to move forward together on the launch of this service."

For more information about this unique service please visit the Tastingbook.com. For more information about Acker Merrall, please visit www.ackerwines.com.

Tastingbook is created by FINE - the world's leading Fine Wine magazines and thousands of wine professionals and wineries from over 60 countries.

Tastingbook started in 2015 and have today over million pages of wine information and around 1.5 millions visitors in every month. Over 6000 wine professionals from 67 countries are keeping it updated.

In tastingbook you will find the most up-to-date tasting reports virtually from every major tastings from all around the world.

Tastingbook.com is unbiased, ad-free, non-commercial, free to everyone and easy to use.

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