



SOFTMETRICS
SSC WINE EXPERIENCE

Discover a world of *wine & food*



Explore wines, flavors and inspiration
from the world's finest regions.

Your journey starts here.



SSC WINE EXPERIENCE →



Flavors that *lift* the gaze.

Wine. Food. Experience.
Perfect harmony.



PLAN YOUR MEAL
Recipes, purchases and
inspiration from ICA



MATCH FLAVORS
Wine and food in
a smart combination



SHOP & DISCOVER
Enjoy, favorite and
buy with ICA



QUICK TIPS
Our best tips
– fast and easy

EXPLORE THE WORLD OF WINE

Discover wines from the world's finest regions.

NORTH AMERICA

INSPIRATION ON YOUTUBE

SEARCH ON SYSTEMBOLAGET

EUROPE

INSPIRATION ON YOUTUBE

SEARCH ON SYSTEMBOLAGET

ASIA

INSPIRATION ON YOUTUBE

SEARCH ON SYSTEMBOLAGET

SOUTH AMERICA

INSPIRATION ON YOUTUBE

SEARCH ON SYSTEMBOLAGET

AFRICA

INSPIRATION ON YOUTUBE

SEARCH ON SYSTEMBOLAGET

AUSTRALIA & NEW ZEALAND

INSPIRATION ON YOUTUBE

SEARCH ON SYSTEMBOLAGET

CHOOSE YOUR EXPERIENCE

What suits you today?



FOOD & WINE

Find the perfect
wine for your dish



FOR EVERY OCCASION

Wines for parties,
weekendays



QUICK PICKS

Our best tips
– fast and easy



DRY GUIDE

Our best flavors,
grapes and
regions



SOMMELIER

Personal
recommendations
from AI



SCAN LABEL

Get instant info
and recommendations
– scan to learn more



SEE & LEARN

Inspiring videos about wine
pairing and great flavors



DISCOVER MORE

Find reviews, events
and restaurants
near you



SAVE & EXPLORE

Save your favorites and
build your collection
of experiences



START YOUR JOURNEY

Scan the QR code and
get access to your
wine experience

PARTNERS & TOOLS

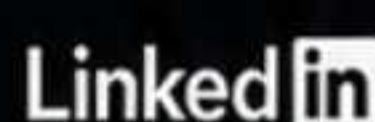


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and SSC Experience

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Discover more. Choose smarter. Enjoy better.



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