



## Beer Universe Announces Enhanced Beer Recommendations

July 21, 2009

**July 21, 2009** – Chicago, IL – Beer Universe, Inc. (Beer Universe or the “Company”), a social media / e-commerce website that revolutionizes the beer marketplace and community for beer enthusiasts of all ages, has announced the enhancement of its **Beer Recommendation** system. The Company believes that its new algorithm will allow users to truly get better recommendations of beers that they will want to try.

“Utilizing the principles of collaborative filtering, Beer Universe is able to accurately predict the variety of beers a user may enjoy,” said Angel Rivera, lead developer on the project. He continued “We firmly believe that our recommendation system is the best out there and will continue to make Beer Universe the best beer social network on the Internet.”

With the vast amount of beers available, it is often overwhelming for users to select new beers that they have not previously consumed. There are many different styles of beer that are available today, including:

- Pilsners
- Lagers
- Bocks
- Ales
- Meads

Each of these categories can be broken down even further (IPA’s, Belgium Ales, Lights, Darks, etc). With over 3,000 beers in Beer Universe’s database – the Company alleviates the aimless search for good beer. By utilizing the ratings system on Beer Universe, users will be able to enhance their own recommendations – the more beers a user rates, the smarter the system gets and the better the recommendations become. Users at Beer Universe can either rate / review beers in order to have it incorporated into their preferences.

The Company encourages new users to utilize the system, as reviewing more beers leads to points, which are the incentive based system on Beer Universe. The more points members accrue the more free stuff that they possibly could earn, from books based on beers to flat screen televisions.

For more information, please visit <http://www.beer-universe.com>.

**Contact Details:** Chicago, IL  
[media@beer-universe.com](mailto:media@beer-universe.com)

**Your Choice. Your Beer. Drink Up.**