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JUSTIN Vineyards & Winery
First in US to Partner with Qr4Wine in Unique Marketing Platform

Changes the playing field in dynamic mobile marketing for the wine industry

September 15, 2010, Paso Robles, CA – JUSTIN Vineyards & Winery (JUSTIN) announces a landmark partnership agreement with Qr4Wine allowing them to be the first winery in North America to produce real-time, on-demand, winery-controlled product information to consumers, distributors and retailers through the Qr4Wine 2D code system.

This state-of-the-art system allows JUSTIN to imprint proprietary 2D codes on a broad scope of product, branded material and electronic media, as well as in print materials. A user can download a free or premium QR reader app for any smartphone that reads 2D code and receive additional information in print, video or a re-directed format on their smartphone device.

For example, an iPhone user turns on the phone's QR reader app, passes it over the 2D code on a bottle of JUSTIN wine and is automatically taken to a video of proprietor Justin Baldwin describing the bottle of wine held in the user's hand, may see the tasting notes and technical sheet on a bottle of wine, or might be re-directed them to the JUSTIN website, Facebook or Twitter – the content is totally controlled by the winery, and can change at any time to reveal even more information on the wine.

The innovative technology is widely used throughout Japan and Europe, and has been used on the Cowboys Stadium JumboTron to distribute information during games.

Jason Shorrock, Vice President Director of Sales and Marketing for JUSTIN Vineyard & Winery, has headed up the implementation of the Qr4Wine system and says, "Wineries are historically known for a fairly low-tech approach when compared to other industries, however, 2D changes that scenario. Our JUSTIN 2D codes offer us a 100% winery-controlled, totally dynamic, mobile marketing platform. We can provide in-depth information from the physical space of less than 1-inch square, including detailed HD video. In the same way that traditional barcodes changed the way of doing business through inventory management, shipping, receiving, and billing, 2D codes are the way of the future in consumer-packaged goods. 2D enhances print media by making it a part of the information age rather than being replaced by it and as technology is so rapidly accepted by the millennial generation, 2D codes are another avenue by which to participate in that experience, while, at the same time, enhancing the brand experience of the product before even making a purchase."

"Qr4Wine is designed for forward thinking wine marketers like JUSTIN who understand the value

of delivering “anywhere-anytime” product information to consumers on the mobile platform”, stated Mark Smith, CEO, of Sevenscamp, the creator of Qr4Wine. “We offer wineries an easy to use, low cost and very effective tool kit to accomplish this using QR, the most widely supported 2D code platform in the world. QR is the same 2D code standard used widely in Asia and Europe, and now adopted by Google, so wineries using Qr4Wine can be assured that they will be supported on all mobile platforms. We also believe that, due to technical and language barriers, the use of QR codes will become mandatory for selling wines in certain markets such as Asia and that the new generation of wine consumers in the U.S. will start making buying decisions based upon what they can learn in real-time about wine products while standing in the retail wine shop facing dozens of product choices.”

Justin Baldwin, proprietor of JUSTIN Vineyards & Winery, notes, “I’ve been intrigued by this process and we’ve been actively working on going live over the course of the last year. Some of the companies with the richest histories are the ones who were built on innovation and we’ve done our best to keep JUSTIN at the head of the pack. Our primary focus will always be on producing quality wine but 2D coding provides us incredible agility to support our programs, our products and our future. This might be the biggest thing that’s happened in the wine industry since barrels.” (hyperbole. . ??!!)

JUSTIN Vineyards & Winery is Justin and Deborah Baldwin’s family-owned and operated winery making estate grown and produced wines in the heart of the Paso Robles appellation. JUSTIN’s emphasis is on making Bordeaux-style blends and single varietals, combining Old World tradition with New World techniques. JUSTIN offers wine sampling in both the Tasting Room and Wine Society Lounge, in addition to sensory evaluation and cave tours in the ISOSCELES Center, epicurean lunch and dinner at Deborah’s Room, and overnight retreats at the JUST Inn.

JUSTIN Vineyards & Winery is located at 11680 Chimney Rock Road, Paso Robles, California, 93446. The tasting room is open daily from 10am to 6pm. Tours daily by appointment at 10:30am, 2:30pm and 4:30pm. Check the website for holiday hours and closings.

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