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FOR IMMEDIATE RELEASE

**ePROVENANCE GLOBAL TRACKER TRANSMITS
TEMPERATURE & HUMIDITY DATA,
PLUS GEO-LOCATION OF WINE SHIPMENTS IN REAL TIME**

*Real-time alerts make it possible to take corrective action
if shipments encounter poor conditions or go astray.*

World Wine Symposium, Lake Como, Italy – November 9, 2012 – **eProvenance**, a Franco-American company developing advanced technology to monitor fine wines as they travel from the wine producer to the customer, has announced the third generation of its technology. The new wireless eProvenance Global Tracker, patent pending, transmits temperature and humidity data, as well as geo-location, in real time using sms text messages. With a rechargeable battery, the eProvenance Global Tracker can be used repeatedly on multiple shipments. In addition to sending real-time alerts, the tracker automatically uploads data to the secure eProvenance Online Monitoring System (OMS) where that data is stored and analyzed. The Global Tracker allows for continuous, real-time feedback to assure customers of the quality and integrity of wine shipment and storage conditions during each voyage segment from winery to shelf or cellar.

FICOFI, the French luxury brand offering high-end tasting events and fine wine collections with associated prestige services, is the first customer using the new eProvenance Global Tracker and commented: “It was a natural step in our quest for the perfect and secure environment for our clients’ fine wines to test this new service. Receiving data and real-time feedback allows us to better control our supply chain and make sure temperature is kept ideal for wine conservation and tasting enjoyment. Should, for any reason, one of our suppliers fail to adhere to our specifications, this real-time feedback could actually save a shipment from damage! We could respond immediately to an unplugged referer container or to shipment delays in areas where the weather is colder or hotter than anticipated. When it comes to moving and storing such high-value wines, which are extremely sensitive to variations of temperature and humidity, real-time feedback can make all the difference.”

When wine is exposed to high temperatures for extended periods, chemical reactions begin to degrade color, aroma and aging ability.

eProvenance commissioned extensive scientific testing with ETS Laboratories in St. Helena, California in 2008, which demonstrated the aromas noticeably changed after a cumulative exposure of 18 hours at 30 degrees Celsius (86° F).

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Speaking at the World Wine Symposium in Lake Como Italy (8-10 November 2012), Eric Vogt, founder and CEO of eProvenance explained, “The chemical damage proceeds linearly with time, but increases geometrically with increased temperatures. You generally can't see the damage, but it becomes apparent through tasting or laboratory analysis. The problem usually won't be discovered until years later, when consumers, unfamiliar with the difference between cooked wine and corked wine, may simply consider it ‘bad wine,’ not purchase it again, and thus the brand suffers.”

Analysis of over 750,000 eProvenance temperature measurements shows that an aggregate of 12.9% of wines shipped from France to the 20 most important markets in the world were exposed to temperatures of 28° Celsius and above.

The temperature of fine wine is typically stable during ocean voyages and in the hold of an airplane, however wide temperature fluctuations often occur as the shipment is consolidated or during offloading, customs, and local transport. Cases shipped to Hong Kong via airfreight have reached 35° Celsius. In the USA, FedEx and UPS do not generally provide end-to-end temperature-controlled conditions. An effective monitoring system that provides feedback to the many global participants is critical to identifying and correcting these damaging conditions.

eProvenance also offers sensors to track temperature and humidity of cases and pallets shipped to importers and retailers. The sensors can track conditions of individual cases through to the final consumer, providing verified provenance, quality assurance and increased value at resale. “Verifiable provenance is a marketing advantage for the producer, négociant, importer and retailer. The value of the wine increases at retail and for resale. Most importantly,” concluded Vogt, “verifiable provenance assures that the wine will reach the consumer in the same excellent condition as when it left the winery.”

Founded in January 2007 by Eric Vogt to assure the provenance of every bottle of fine wine, the company is working with leading Bordeaux négociants and châteaux, estates in Burgundy, wineries in Napa-Sonoma, California, importers in Hong Kong and top wine merchants in London. **eProvenance** has offices in the USA, Bordeaux and Paris, France as well as Hong Kong. Established in December 2008, **eProvenance France** is headed up by Bertrand Dechery. Second-generation sensor technology was partially funded by **OSEO**, the French agency sponsoring innovation in the EU. **eProvenance** holds UNITED STATES PATENT 8,248,254 B2, METHODS AND SYSTEMS FOR CERTIFYING PROVENANCE OF ALCOHOLIC BEVERAGES, as well as patents pending for other technologies through all stages of the distribution channel.

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