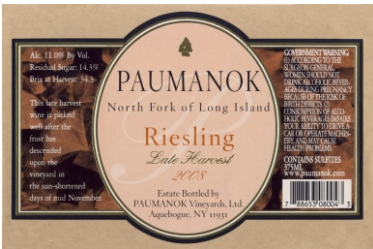


## Vineyard releases DNA protected wine

ADNAS technology used on the Riesling label



Paumanok Vineyards in New York State, US will pilot a DNA marker technology on the labels of its Merlot Tuthills Lane wine in 2009.

The vineyard is testing the markers on three of its premium wines.

A sample of its Riesling selection incorporated the technology in mid-June 2009 and the Merlot will be the second wine to trial the technology SigNature DNA, developed by US-based company Applied DNA Sciences (ADNAS).

Ink solutions developed by ADNAS contain unique nano-size botanical DNA codes that are applied at the label printing phase during the wine packaging and labeling process.

The codes cannot be removed or viewed without an ADNAS marker. Handheld readers can scan the label at any stage of the development process.

Tony Woodward, a business consultant for ADNAS, says: "The labels are printed and ready to go and product release is dependent on when the wine is ready, as Paumanok is working to its own commercial schedule."

Woodward says roughly 350 cases of Paumanok's wine will be used to test the technology.

The third pilot will use a 2007 Petit Verdot Apollo Drive. This is a limited edition wine that will be launched using the ADNAS technology in 2010.

SigNature DNA used on a bottle of Riesling



Charles Massoud, owner of Paumanok, says he is yet to encounter any fraudulent copying of his prize-winning wines but is becoming increasingly aware of the dangers it presents the industry.

"We selected the ADNAS SigNature DNA as we were convinced of its efficacy. It is unobtrusive: if you looked at the bottle there is nothing visible that is different from our regular label. Other technologies seem to be more oriented towards theft prevention rather than fraud prevention," explains Massoud.

Janice Meraglia, Applied DNA's director of communications at ADNAS, says: "We hope there are no instances where items need to be verified, but it is good practice to use it as an insurance policy. Its value will kick in if there is concern about counterfeiting or the wine depreciates 10-fold and becomes a collectors item being auctioned and bought in the secondary market."

SigNature DNA fine wine security options

SigNature<sup>®</sup> DNA Security Measures

