



TheDrinksReport

DNA markers to foil counterfeiters



A provider of DNA-based security solutions has supplied its SigNature DNA-marked wine labels to guarantee the authenticity of premium wines and protect the integrity of its brand to a high-end New York state vineyard in a pilot project.

Long Island-based [Applied DNA Sciences' \(APDN\)](#) SigNature DNA markers have been incorporated into premium wine labels for [Paumanok Vineyards](#).

Counterfeit wines are estimated to account for as much as five percent of the market.

“For many wines, the interest of serious collectors may one day be coincident with interest from counterfeiters. Concerned vintners need to protect their future values today. Paumanok’s new wines will have a unique DNA label that, when authenticated, insures their originality,” says Dr James Hayward, APDN CEO.

SigNature DNA is a botanical mark used to authenticate products that cannot be copied. It is scalable and can be customised to protect short, exclusive product runs as well as mark thousands of cases or millions of bottles. The markers can be added to printing inks, paper or packaging elements as part of establishing and existing processes.

