

Applied DNA safeguards Paumanok

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A few weeks back, Applied DNA Sciences announced it was working with Long Island wineries to make sure their wines can't be counterfeited. But now it's naming names.

Stony Brook-based Applied DNA has launched a pilot project with Paumanok Vineyards (one of LI's best producers) to embed DNA in the Aquebogue winery's labels.

Though, Paumanok will only take these anti-counterfeiting precautions with its high-end wines.

From the statement:

Counterfeit wines are estimated to account for as much as five percent of the secondary market (Wine Spectator). "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," said APDN CEO Dr. James Hayward.