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[WINE BOTTLES CONNECTING WITH QR CODES]

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On shelves now, specific collections from **Jackson Triggs Estate Wines** are integrating Quick Response (QR) codes on bottle labels and product packaging offering consumers more information about the wines and the winery itself that they can access using a smartphone whether in the store or at home.

The QR code marketing engagement is being integrated in partnership with Toronto-based **Crucial Interactive** using the company's SKUyou QR Codes. The readable 2D barcodes are being introduced on the winery's new "Unity" and VQA Black Series, Silver Series and Gold Series wine collection.

In stores, Jackson Triggs will also be launching promotions/contests along with advertising campaigns and sponsorships to educate customers about QR codes and their benefits.

Consumers who scan the bottle's codes will be able to get information on the wine and link to detailed tasting notes, food pairing ideas, and link to the Facebook fan page and the Jackson Triggs website.



"We are excited to lead the wine category with this exciting new technology, and be able to give our consumers the information they want about our Jackson Triggs wines, all utilizing a technology that gives extensive reach and ease of use," notes Casey Howe, marketing manager for Jackson Triggs Estate Wines, in the announcement. "Wine is a category where people want the story of the wine and detailed information about the winery, winemaker, grape varietal, tasting notes, and vintage – it is a category perfectly suited to QR codes. We will also roll-out the QR codes on all advertising and instore materials, allowing people to enter contests with a quick scan on their phone."

On the back end of the QR code program, Crucial Interactive provides the winery with digital metrics on engagement at both the item level and with traditional media. "These stats are crucial to marketers allowing them to evaluate their ROI from offline marketing/promotional efforts and provide more relevant messaging and offerings to their customers," says Petar Bozinovski, president, Crucial Interactive.

The program is now being deployed Canada-wide following an initial test run in Ontario. The trial run resulted in thousands of scans, revealing that wine drinkers are ready to engage with the wine maker.

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