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GLOBAL WINE INDUSTRY LEADERS AND GS1 PUBLISH TRACEABILITY GUIDELINES

GS1 (formerly known as EAN International), a leader in facilitating efficient international business, as well as the UK-based Wine and Spirits Association and its French equivalent AFED (Association Française Des Eleveurs, Embouteilleurs et Distributeurs De Vins et Spiriteux), today announced the publication of a new set of guidelines for the traceability of wine throughout the entire supply chain. They can be downloaded from www.gs1.org.

The "Wine Supply Chain Traceability Guideline" was developed with the aim to assist wine producers and suppliers to the European Union in implementing the EAN.UCC System to facilitate compliance with the traceability provisions of the European General Food Law. Companies that developed the guidelines include Allied Domecq, Constellation Europe, Diageo, Distell, E&J Gallo, Waverley, Henkell & Söhnlein, and Les Grands Chais de France.

Philip Goodband MW, the Co-Chair of the Wine Supply Chain Traceability Working Group and Consultant Master of Wine to Constellation Brands stated: "For the European wine industry the opportunity to create a single set of guidelines using common standards has taken us all ahead of the game and meets the requirements of the European Union. Constellation Brands fully supports this initiative, as such global standards are a vital element for efficient trading."

John Corbet-Milward, Head of Technical and International Affairs at the Wine and Spirit Association in welcoming the new guidelines said: "We are delighted to have participated in the working group and to have played a part in developing this important document. Traceability is now a legal requirement in the EU and any company thinking about improving its capability in this area using the latest technologies should certainly consider looking at the guidelines before taking any policy decisions."

Alistair McArthur, Global Operations Manager of Allied Domecq Spirits and Wines said: "I am pleased to have been part of an initiative led by respected industry groups to pool business knowledge and develop a mutually beneficial set of guidelines to help to ensure traceability. We support the use of EAN.UCC Standards in our production and sales and marketing companies around the world."

Garth Whaits, Manager of Exports and Logistics Distell, states: "Participating in the establishment of the traceability guidelines was a great experience and honour for Distell,

and South Africa in particular. As a producer, it is most important that Distell meets the needs of our customers, satisfies legal requirements and simultaneously achieves a measure of production efficiency. This guideline establishes all this, as it speaks a universal language, one that is understood throughout the worldwide supply chain."

Alan Armstrong, Quality Assurance & Production Services Manager, WaverleyTBS said: "The rationale behind this Traceability group epitomises all aspects of the WaverleyTBS work ethic. To be able to trace our products from grape to glass by way of standardised procedures as well as the technological support of GS1, allows us to give our customers the confidence and assurance of all of our products. I feel privileged to have been involved with such an innovative approach to an historical industry."

Michel-Laurent Pinat, Délégué Général of the Association Française des Eleveurs, Embouteilleurs et Distributeurs de Vins et Spiritueux (AFED) states: "I am proud to have been part of such an initiative to share business knowledge and skills and develop a wine supply chain traceability guideline. Further to the obvious compliance with the E.U. Regulation 178/2002, our approach has been world wide oriented and I am very happy to have had the opportunity to participate and to succeed in the efficient and cost effective management of this issue."

Miguel Lopera, CEO of GS1 said: "Adoption of the full set of EAN•UCC standards by the wine industry is especially timely in view of the release of the first open, global standard for radio frequency identification (RFID). The EPCglobal UHF Generation 2 standard is the first royalty-free, global standard that will allow companies to harness the power of RFID to provide greater product visibility in their supply chains worldwide. Leading retailers have announced guidelines for Electronic Product Code (EPC) rollout. The investment in EAN•UCC identification keys is solid and lasting because these are an integral part of the EPC number."

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Note to Editors

The mission of GS1 and the Member Organisations is to create open, global, multisectoral standards based on Best Business Practices, and by driving their implementation, play a leading role in Supply & Demand Chain Management improvement worldwide. GS1 has member organisations in 101 countries. The EAN•UCC System is an integral part of the way business is conducted worldwide. Today, over one million member companies in 155 countries use EAN•UCC standards as part of their daily business communications, representing over 5 billion scanning transactions a day. The supply chain solutions offered by the EAN•UCC System include globally unique identification codes, data transport media and electronic commerce and communications standards. These tools support established industries as well as emerging markets.

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