

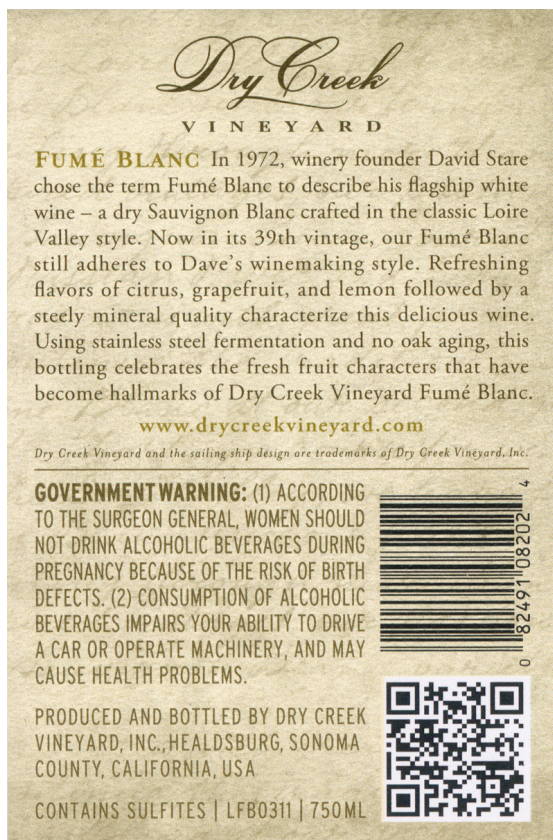
# Wine Spectator

AUGUSTUS WEED

OCTOBER 3, 2011

## Scanning Ahead

Wineries are adding “smart” tags to bottles, but will digital marketing sell more wine?



*Dry Creek*  
VINEYARD

**FUMÉ BLANC** In 1972, winery founder David Stare chose the term Fumé Blanc to describe his flagship white wine – a dry Sauvignon Blanc crafted in the classic Loire Valley style. Now in its 39th vintage, our Fumé Blanc still adheres to Dave’s winemaking style. Refreshing flavors of citrus, grapefruit, and lemon followed by a steely mineral quality characterize this delicious wine. Using stainless steel fermentation and no oak aging, this bottling celebrates the fresh fruit characters that have become hallmarks of Dry Creek Vineyard Fumé Blanc.

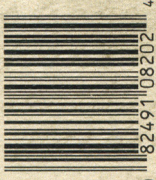
[www.drycreekvineyard.com](http://www.drycreekvineyard.com)

Dry Creek Vineyard and the sailing ship design are trademarks of Dry Creek Vineyard, Inc.


**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

PRODUCED AND BOTTLED BY DRY CREEK VINEYARD, INC., HEALDSBURG, SONOMA COUNTY, CALIFORNIA, USA

CONTAINS SULFITES | LFB0311 | 750ML



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“Many producers are turning to QR to tell a story about their wines. Customers who scan codes on bottles from Dry Creek Vineyard, in Sonoma County, can watch videos about the winery’s history. ‘I could travel 365 days a year and never be able to tell that story to enough people,’ said Kim Stare Wallace, vice president of the winery.”

