INNOVATION & OPPORTUNITIES

Wine tourism through a new lens

Exploring the Intersection of Wine + NFTs with Jana Kreilein, DipWSET
What are NFTs?

Non-fungible tokens are unique records stored on immutable public-facing ledgers called blockchains. Each NFT is associated with a particular digital or physical asset - like a digital deed.

The ownership of an NFT is recorded on the blockchain and can be transferred by the owner, allowing NFTs to be easily sold and traded. History of prior ownership is transparent & traceable.

Blockchain technology enables NFTs to establish verified, public proof that the assets they are connected to are original and authentic.
What problems can NFTs solve for the wine industry?
Use Case Example: Club dVIN

**Utility NFT:** A utility token grants the holder privileges, perks & opportunities - like a membership. *Transferable Asset.*

**Club dVIN Digital Cork™:** The digital twin to the physical bottle. Tamper-proof NFC technology, transparent chain of custody, verified authenticity, royalties & data for winemakers. *Transferable asset.*

**Club dVIN Tasting Token™:** Verified proof of experience with built-in share-ability, incentives for winemakers & collectors, grape to glass data, commemorative personalisation potential. *Non-transferable asset.*
Digital Cork NFTs provide a guarantee of authenticity and proof of provenance — even decades after the bottle has left the domain.

- Deed of Ownership
- Certificate of Authenticity
- Chain of Custody
- Royalty and Data
DIGITAL CORK NFT

Deed of Ownership

A digital twin, connected to the bottle by a unique identifier (NFC, QR code, etc) that provides privileges of ownership and can be traded whether the bottle is in a bonded warehouse, a personal cellar, or stored at the winery itself.

The creative tells a story - and can be visualized and shared as a virtual cellar.
Authenticity & Chain of Custody

Transparencyly establishes the authenticity of the bottle - whether from the winemaker, an auction house, a trusted retailer, or a professional authenticator.

Chain of custody disincentivizes fraud and incentivizes careful provenance through broad transparency of ownership, storage conditions, transport, and more.

Maureen Downey
Founder of Chai Consulting and the world’s foremost expert in wine fraud and counterfeiting.
Digital Cork NFTs allow the holder to mint and distribute Tasting Token NFTs.

Up to 12 Tasting Token NFTs per bottle - the Web3 version of posting to Instagram.
What is a Tasting Token NFT?

- Visualize & share your tasting journey
- Mint NFTs for the friends you taste with
- Rewards and Incentives from the winemaker

The world’s greatest wine community
TASTING TOKEN NFT

Visualize & Share

Search, sort and share by metadata: “wines from Burgundy, wines I tasted with my spouse, wines I celebrated my birthday with.”

The creative (video, for now) is like a time capsule, transporting you to the year and place the wine was made.

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OUR FOUNDING MEMBERS

Desmond Echavarrie
Master Sommelier, Wine importer

Daniel Farais
Bored Ape, NFT collector & investor

Isaac Patka
NFT and DAO specialist
TASTING TOKEN NFT

Rewards & Incentives

“Collect 5 Tasting Tokens and get invited to a winemaker dinner; collect 10 and earn an invite to the winery for a vertical tasting.”

Winerys can offer exclusive wines and experiences to build relationships and earn loyalty with their best ambassadors.

David Forer
Master of Wine, Vintner at Clos Salanca

Tom Hinde
Winemaker for Yao Ming Wines (and many other brands)
Winemakers can track their wines from grape to glass and build community and experiences for their customers. Tasting Tokens are non-tradable and non-transferable to retain authenticity.

Building a platform for the next generation of wine lovers, with digital experiences and assets, a close relationship between creator and consumer, and a first step towards the metaverse of wine.
Major Use Cases of NFTs in the Travel Context

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- Membership NFTs
- Loyalty & Rewards Programs
- Incentives for Community
- NFT Fundraising Models
- Non-transferable Government-issued Documents & Certificates
- Collectible NFTs

Source: Lufthansa Innovation Hub Analysis, TNMT.com
Exploring Opportunities in Wine & Tourism through NFTs

by merging the virtual with the physical products and services.
Conclusion

NFTs enable new markets by allowing people to create and build upon new forms of ownership. They can instantly transform our experiences and content into verifiable assets that are easy to buy, sell and access using the underlying blockchain as an enabler.

Thank You.