

Versado

NEWS RELEASE:

Versado – the Voice of the Vineyard – figuratively and literally

March 28, 2013, Mendoza, Argentina - Canadian winemaking team Ann Sperling and Peter Gamble know that it is the wines they make from their old vine Malbec planting in Mendoza, Argentina that are the true “voice” of their vineyard. But the innovative couple has now also found another way to communicate their uniqueness.

Using the new technology of Canadian start-up ANTVibes of Waterloo, Ontario, Sperling and Gamble have recorded audio files that are embedded in their website (www.versadowine.com) to add to the richness of the visitor’s experience. These Audible Tags are also bringing their voices to Twitter and to their newsletters and emails.

“It really appeals to us,” says Gamble, “that we can use our voices to tell the stories of the people, the place and the wines.” “The wines are a way for us to share our journey, and we hope these audio clips accentuate that personal connection,” adds Sperling.

“During the concept stage for the Versado website, I knew that I had to find a way to draw in Ann and Peter’s expertise as speakers who can weave stories, and who can explain complex topics with clarity and insight,” said Elena Galey-Pride, Versado’s marketing consultant. Galey-Pride gained an understanding of a cloud-based voice capture and delivery platform through early collaboration with ANTVibes CEO Vigen Nazarian. As a result, Versado is the first to use Audible Product Tags (APTs), having added them to its website, effective today.

In conjunction with the release of Versado’s first two wines through the LCBO’s Vintages locations on March 30, 2013, as well as the launch of their newsletter and a Twitter account (@VersadoWine), Sperling and Gamble have recorded several APTs. They will continue to contribute new tags as they begin the grape harvest in Argentina in early April.

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“One goal of our website and other communication is to forge a personal connection with customers and potential customers. As our wine project does not have the advantage of having a physical location in our prime marketplace that people can be encouraged to visit, we need to find other ways to connect. And what is more personal than the sound of someone’s voice?” says Sperling.

The Versado wines being launched in Canada are from the first and second vintage that Sperling and Gamble have guided from their Cobos Road vineyard in Mendoza, Argentina. The couple also makes wine in several places during the northern hemisphere harvest. Both are active at Sperling Vineyards in Kelowna, British Columbia; Sperling is Director of Winemaking and Viticulture at Southbrook Vineyards in Niagara-on-the-Lake, Ontario; and Gamble is a wine consultant to several wineries including Benjamin Bridge in Wolfville, Nova Scotia and Ravine Vineyards in St. David’s, Ontario.

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Versado Links:

Website: www.versadowine.com

Audible Product Tags:

The Voices of Versado	http://hear.vc/fft9i6
The Vineyard – Old Vines	http://hear.vc/qdet1k
2010 Versado Malbec	http://hear.vc/jjt2uh
2009 Versado Reserva	http://hear.vc/t8pamq

Twitter: www.twitter.com/VersadoWine

ANTVibes Links:

Website: www.antvibes.com

News Page: <http://www.antvibes.com/news>

Blog Post: <http://blog.antvibes.com>

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